

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA®



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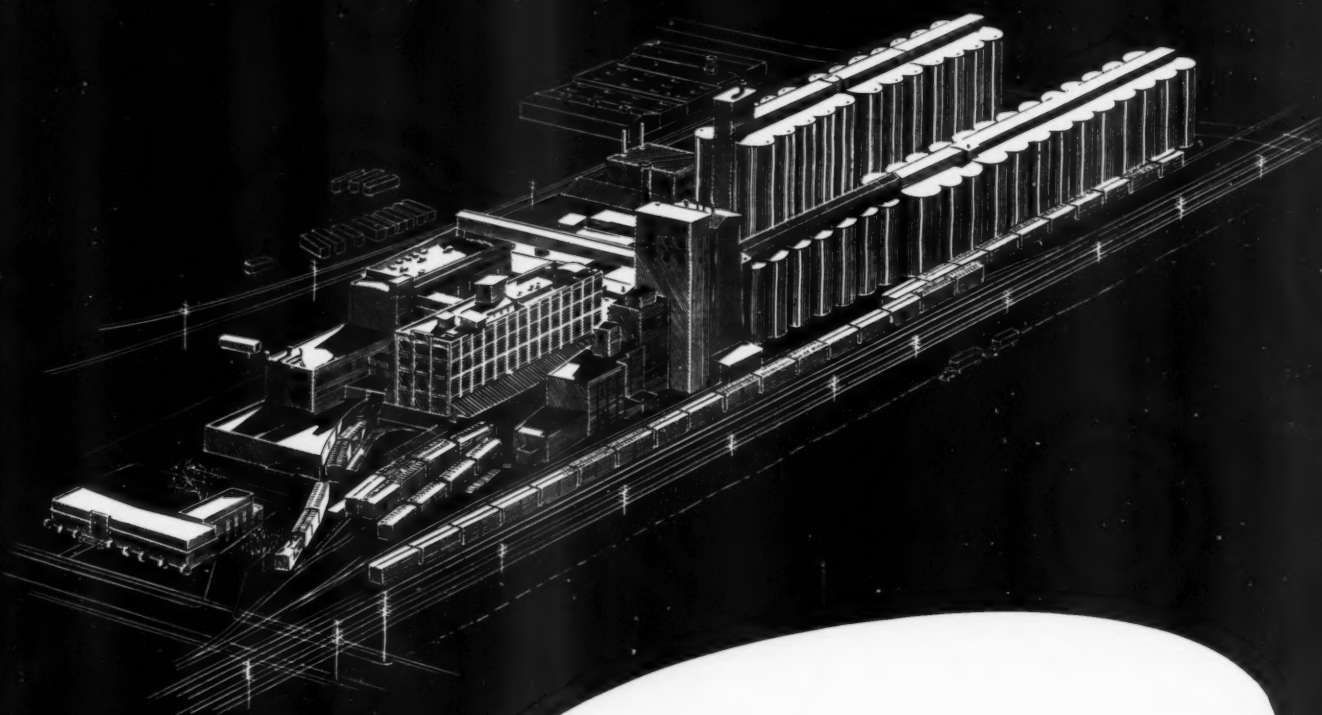


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**FIRST IN  
BAKERY FLOURS**



**Commander  
-Larabee**

MINNEAPOLIS • KANSAS CITY





## Injunction Sought To Halt Labelling Of Baking Firm

WASHINGTON — An injunction suit involving charges of mis-branding and labelling has been filed against the Continental Baking Co. in federal court for the District of Columbia, according to Herbert Brownell, Jr., attorney general.

The action is based on an investigation by the Food and Drug Administration of the U.S. Department of Health, Education and Welfare. The complaint charges mis-branding and labelling of Continental's "Wonder 2" and "Country" Fair buttermilk bread advertisements because the product is purported to be enriched and to contain nitrated flour, an additive not permitted by the enriched bread standards.

The court has been asked to restrain Continental from distributing in interstate commerce: 1. Any article of food purporting to be and represented as enriched bread which contains nitrated flour, or any other ingredient not permitted by the definition and standards contained in federal regulations; 2. Any article of food purporting to be and represented as enriched bread bearing labels designating them by the names "buttermilk bread" and "buttermilk enriched bread."

### CONTINENTAL BAKING CO. FDA STATEMENT

WASHINGTON — George P. Larrick, commissioner of food and drugs, has issued an explanatory statement in connection with the injunction suit filed against the Continental Baking Co.

Mr. Larrick said: "This action is a first step on an FDA program to obtain better compliance with the bread standards and to prevent exaggerated claims for breads. We have noted the increasing adoption of fanciful names for breads differing only superficially from standardized breads, and are concerned about the misleading claims of unique nutritional and therapeutic properties that are made for such products.

"The consumer pays for catchy names and does not receive what she has been promised.

"It would indeed be unfortunate if the public is led to believe that the standard varieties of bread are nutritionally inferior or perhaps harmful. We are even seeing claims that eating certain breads will result in loss of weight, or prevent aging, or that ordinary breads may be harmful to the heart.

"Such practices do not promote honesty and fair dealing in the interest of consumers and give the companies using them an unfair competitive advantage over the majority of firms that do not employ such methods. If continued, they will undermine the confidence of the consumer in the integrity of our basic foods. We and the baking industry should work together to maintain that confidence."



**VETERANS**—110 years of baking experience for the Emrich Baking Co., the largest exclusive restaurant baker in the northwest, is represented by, left, Harvey Hansen; center, Otto R. Emrich and right, Henry Berry. Mr. Emrich, who founded Emrich Baking in 1919 and is chairman of the board, welcomed the two men into the firm's "25 Year Club" at the club's recent annual meeting in Minneapolis.

## New Jersey Bakers Plan Convention October 12-14

ASBURY PARK, N.J. — The 39th annual convention and exhibition of the New Jersey Bakers Board of Trade will be held Oct. 12, 13 and 14 at the Hotel Berkeley Carteret, Asbury Park.

The opening day's activities will include registration, official opening of the exhibits and the Bakers Art on Parade, and a roundup night party for bakers and members of the allied trades. Speaker will include Walter J. Meier, president of the board of trade; William Kelly, 1957 convention chairman; Richard Methven, permanent convention committee chairman; Martin Cullen, president of the allied trades, New Jersey Division No. 9; Charles J. Schupp, president of the Associated Retail Bakers of America, and Paul Boruta, president of the North Jersey division and chairman of the entertainment committee.

Oct. 13 will feature a cake decorating skill contest.

The final day of the convention will include more demonstrations, a panel discussion, election and installation of officers, and awarding of prizes.

—BREAD IS THE STAFF OF LIFE—

## Bakery Package Group Announces October Meeting

CHICAGO — The Inter-Industry Bakery Package Committee will hold a breakfast meeting during the American Bakers Assn. convention here, it has been announced by Merrill Maughan, executive secretary.

The theme of the meeting will be "What's New in Bakery Packaging," with George Graf, Quality Bakers of America Cooperative, Inc., New York, chairman of the committee, presiding.

Highlight of the breakfast will be the presentation of the "Merchandising Statesman" award to this year's winner.

The meeting will be held in the Gold Room, No. 114, of the Hotel Sherman, at 8 a.m. Wednesday, Oct. 23.

## American Bakers Assn.

# Baking Convention to Cover Gamut of Industry Progress

CHICAGO—Outstanding speakers, committee meetings, conferences and receptions will be added attractions of the American Bakers Assn.'s annual convention Oct. 19-23 at the Hotel Sherman.

Victor Riesel, labor columnist, will be the headlined speaker at the Oct. 21 general membership luncheon sponsored by the industrial relations committee of the ABA. Mr. Riesel, a veteran newspaperman, was blinded more than a year ago when a New York hoodlum threw acid in his eyes following his many exposures of communism and racketeering in labor unions. The title of his talk is "The Labor Front."

Other out-of-industry speakers include merchandising authorities, statesmen, political figures and a noted author and lecturer.

Social events of the five-day convention will be highlighted by the annual bakers' party at 8 p.m. Monday, Oct. 21, in the Sherman's grand ballroom. Several top-flight entertainment acts have been scheduled and dancing will be to the music of Henry Brandon and his 15-piece orchestra.

A chronological summary of activities other than general convention sessions and branch meetings follows:

Two pre-convention committee ses-

• • •

## AIB Schedules Annual Meeting

CHICAGO—The annual meeting of the American Institute of Baking, to be held in the institute school classrooms, has been scheduled for 3 p.m. Oct. 21. Presiding will be Louis E. Caster, chairman of the board, and president of the Keig-Stevens Baking Co., Rockford, Ill.

The program will consist of evaluations of AIB activities by members of its advisory committees and other authorities working closely with its program.

Dr. Edward M. Barnet, professor of marketing at Northwestern University's school of business, and lecturer in the Institute's sales management seminars, will evaluate the work of the school.

Representing the consumer service advisory committee will be Dr. Philip Lewis, director of the bureau of educational materials for the Chicago Board of Education.

The scientific advisory committee will be represented by Dr. Clyde Bailey, dean emeritus, institute of agriculture, University of Minnesota. Shelby T. Grey, director of the bureau of program planning and appraisal, U.S. Food and Drug Administration, will speak on the sanitation program.

Charles Miller, partner in the accounting firm of Arthur Young and Co., Chicago, will report on administration and finance.

AIB has invited each institute member to send as many representatives as desired to the meeting. Refreshments will be served after the program.

Special buses will leave the Sherman Hotel at 2:40 p.m. for AIB members who wish to attend the meeting. Buses will also return to the Sherman from the Institute.

## ABA TO SCHEDULE SPECIAL TRAIN

NEW YORK—Cars will leave New York Oct. 18 and 19 for the American Bakers Assn. convention in Chicago on the following schedule: Oct. 18—Leave Grand Central Station at 5:30 p.m. (E.D.T.), leave Harmon 6:16 p.m., leave Albany 8:15 p.m.; arrive Chicago at 7:30 a.m. (C.S.T.). Oct. 19—Leave Grand Central Station 4 p.m. (E.D.T.), leave Harmon 4:51 p.m., leave Albany 6:55 p.m.; arrive Chicago 7:10 a.m. (C.S.T.). For reservations or more complete information, contact Claude A. Bascombe, Standard Brands, Inc., 625 Madison Ave., New York 22 (PLaza 9-4460).

sions have been scheduled. The industrial relations committee will meet at 9:30 a.m., Oct. 18, in the Jade Room, and the executive committee will have a 12 noon luncheon, Oct. 19 in the Holiday Room. The ABA board of governors will meet Sunday, Oct. 20, to conduct association business and elect officers for 1958.

The 1957 ABA Officers' Reception will be held at 5 p.m., Sunday, in the grand ballroom. Incumbent officers of the association and their wives will be in the receiving line to greet all delegates.

Members of the newly-formed ABA safety committee have been notified by Frank J. Wirken, Interstate Bakeries Corp., Kansas City, Mo., that they will meet at 2:30 p.m., Oct. 21, in the Venetian Room of the Morrison Hotel. The meeting will be held jointly with the food section of the National Safety Congress.

Several bakers' meetings other than those sponsored by ABA have been scheduled before and during the convention. The baking industry sanitation standards committee will hold sessions Oct. 17, 18 and 19. The sanitarians will meet at 7 p.m. Oct. 17, in the hotel's Orchid Room. General meetings of the group are scheduled for 10 a.m. Oct. 18 and 19, in the Louis XVI Room, and the task committees will meet at the same time in the Gold Coast, Orchid, Holiday and Polo Rooms. The sanitation committee's board of directors will meet in the BISSC headquarters suite.

As usual, the Bakers Courtesy Club of Chicago will provide a messenger, information and delivery service to those attending the convention.

The Bakery Equipment Manufacturers Assn.'s board of directors will hold a meeting Oct. 20 at the association's headquarters suite in the Sherman. The BEMA's fall meeting reception will be held at 12 noon, Oct. 20, in the Ruby Room, to be followed a half-hour later by a luncheon and business session in the Gold Room.

The American Institute of Baking Alumni Assn. will hold its annual luncheon at 12:15 p.m., Oct. 21, in the Jade Room, and the annual meeting of members of the American Institute of Baking is scheduled for 3 p.m. the same day at the Institute Bldg., 400 E. Ontario St.

On Oct. 22, two meetings have (Turn to CONVENTION, page 10)

## Comment . . .

. . . by Cooley

You will find the same urging to "keep up with the times" in the publishing industry as in the baking industry, and this issue reflects some of the changes constantly being made to make this publication more interesting, easier to read, and more attractive. Some of our permanent features will not be in the customary places, but they are here, bigger and better than ever. A more "open look" has been attempted for the benefit of the reader. We hope you like it.



F. W. Cooley, Jr.

Baking industry executives are not alone in having too much to read—pounds of paper cross the desk every day, and no one has time to lean back and give everything the attention it might deserve in slower times. The news must be presented vitally and conveniently—this is the purpose of a business publication, in addition to presenting fully a major speech or detailing an important advance in baking technology. In this technology, too, a picture is worth many words; is consequently a time-saver.

These changes are not the end of the story, since modern publishing techniques and our readers still have their contributions to make. These changes are made for only one reason—the present-day executive must be familiar with the news of his industry in order to maintain his competitive position; the mission of a business publication is to make this maintenance easier.

\* \* \*

*Stolen-from-somewhere-department: Children are natural mimics—they act like their parents in spite of every attempt to teach them good manners.*

\* \* \*

Usually a business publication sticks pretty close to its own industry in its reporting of the news—because it realizes the interest limitations of its readership, and because of space restrictions.

However, the American Dairy Assn. sends along a news release which should be pretty interesting to those in baking charting our industry promotional program. It is interesting to note that the dairy industry doesn't worry about spending promotion money on its most popular product—fluid milk, which occupies about the same place in the dairy industry as does white bread in ours. Look what the dairy boys are doing:

The program is built around an expanded total budget of \$6,900,000. More than 80% of the budget will be devoted to consumer advertising and merchandising. Increased use of newspaper advertising will be aimed at building sales of dairy products in local markets. The largest portion of the budget will be devoted to fluid milk advertising—a new theme, "Milk Makes Energy" will be plugged in newspapers, magazines, radio and on the Perry Como TV show. The milk campaign is being aimed at an adult audience, "the biggest potential market for milk."

When you stop to think about it, the local milk wholesaler is having his share of route and money troubles—perhaps this six million dollars being spent in his behalf is making the difference between his personal profit and loss. Wouldn't it be nice if baking had such a cushion?

Thanks for reading. See you next month.

*Frank Cooley*

## Editorials . . .

### DANGER FOR PRIVATE TRUCKING

THERE'S a legislative move afoot to curb the right of private firms to operate their own trucks. Such a move could have serious repercussions for the baking industry.

Proposals have been made to amend the Interstate Commerce Act; one, S.1677, would amend the definition of "private carrier, and another, S.1384, would amend the definition of "contract carrier."

Since the passage of the Motor Carrier Act of 1935, the common and contract motor carriers have consistently tried to establish interpretations which, in effect, would practically eliminate the right of industry and business to operate its own trucks. This would have been achieved had the Interstate Commerce Commission and the courts gone along with the concept of the "for compensation test" so urgently proposed in the Schenley and Lenoir cases. These cases, decided in 1951, established the rule, known as the "primary business test," for distinguishing between "private" and "for hire" motor transportation.

The Private Truck Council of America, Inc., is fearful that the enactment of the proposed amendments will start a process of litigation that could result in court decisions upsetting the "primary business test."

Today's economy is so complex that business men must know the rules under which they operate. Frazor T. Edmondson, vice president and counsel of Campbell Taggart Associated Bakeries, Inc., comments: "As the law stands today, there is a stable situation in a very important and vital phase of those affairs, a phase which cuts across nearly all types of private industry."

This is what lies behind the campaign for amendment. ICC and other proponents appear to claim that the amendments are necessary to stop certain carriers, who are in reality for hire carriers, masquerading as "private carriers." On the other hand, spokesmen for the private truck operators contend that such practices are illegal under the present statute and under court decisions and all that is necessary is for ICC to enforce the law.

Firms operating their own trucks could be adversely affected by the amendment as "compensation" would include making a charge for delivery of their own products, or even a difference in delivered price as compared to an f.o.b. plant price, or even so much as reflecting in one's determination of prices for his own products or services, the cost of operating his own trucks to move his raw materials or deliver his own products, the New England Bakers' Assn. points out.

What some sections of the baking industry feel is that the proposed amendments could be interpreted as a wide open invitation to repeat the efforts of the litigation preceding the establishment of the "primary business test" to secure an interpretation of the statute which would ultimately result in the virtual elimination of truck operation by all kinds of private enterprise—manufacturing, wholesaling or retailing.

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## The American Baker



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Bakers of America

FRANK W. COOLEY, JR.  
Editor

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## Fuchs Baking Co. Begins Work on Puerto Rico Plant

SOUTH MIAMI, FLA.—Construction of a modern bakery in San Juan, Puerto Rico, has been undertaken by the Fuchs Baking Co. here, according to an announcement by Jodean P. Cash, president of the firm. The company has been marketing its bread and cake there for four years, and Mr. Cash reports that consumer acceptance is well established.

Until the new plant is completed, the complete line will continue to be shipped by air freight from the local plant. Eight trucks are now operating in Puerto Rico, with salesmen, a division sales manager and a Puerto Rico district sales manager.

Engineering work for the new plant is under the direction of Edward Van Poolen, chief engineer for the W. E. Long Co.—Independent Bakers Cooperative, Chicago.

A new corporation has been set up for the operation, Holsum Bakers of Puerto Rico, Inc. The officers of the new corporation are Jodean P. Cash, president; R. E. Chivers, vice president; Frank N. Irwin, Jr., vice president; R. J. Faust, secretary-treasurer; Sergio Camero, vice president and assistant secretary-treasurer. At the present time, Mr. Camero is district sales manager of the Puerto Rico operations and, upon completion of the new bakery, he will be plant manager.

—BREAD IS THE STAFF OF LIFE—

## Potomac States Allied Elect J. J. Karl

BALTIMORE—At the annual election meeting of the Potomac States Division No. 3, Allied Trades of the Baking Industry, Inc., the following members were elected to office for 1957-58: For president, Joseph J. Karl, Standard Brands, Inc.; for vice president, John T. Bossert, Ecko Products Co.; for secretary-treasurer, Ray H. Sullivan, Esskay Co., all of Baltimore.

The executive committee includes William C. Decker, chairman, James M. Decker Co., Baltimore, Md.; John E. Hagy, Irish & Hagy Co., Upper Darby, Pa., and W. W. Smith, McCormick & Co., Washington, D.C.

The allied advisers to the Potomac States Bakers Assn. are Louis E. Schmidt, Capitol Bakers Supply Co., Washington, D.C., and W. Guy Hartsock, Wesson Oil & Snowdrift Sales Co., Baltimore.

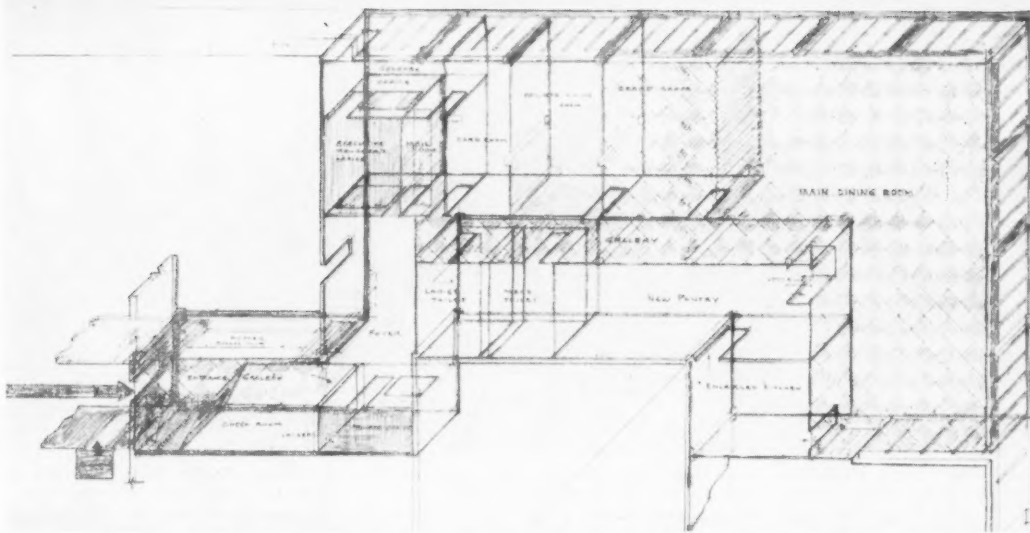
The election was held Sept. 23 at the Lord Baltimore Hotel here with some 50 members in attendance.

—BREAD IS THE STAFF OF LIFE—

## Mary McNeil Dies After Long Illness

KANSAS CITY—Miss Mary Ellen McNeil, who owned and operated the Southwestern Laboratories, a grain testing concern in the Board of Trade Bldg. in Kansas City for 35 years, died recently at St. Mary's hospital in Rochester, N.Y., where she had been a patient for almost two years.

Miss McNeil was born in Kansas City. The grain-testing laboratories she operated closed its doors after she became ill. She was a chemist of note with several grain and milling companies and was well known in the trade. She was a charter member of the American Chemical Society and was a stockholder in several flour and baking companies.



**NEW QUARTERS**—The architect's sketch above shows the layout of the new penthouse quarters of the Bakers Club of Chicago, atop the Hotel Sherman. Culminating 50 years of growth, the new Bakers Club will officially open Oct. 19, at the time of the American Bakers Assn. convention. Three private dining rooms are available, and the board room at the upper center can be added to the main dining room if necessary. The window walls

along the upper right corners are 65 ft. each, offering views of the Chicago skyline and lakefront. Other features include specially-designed fixtures, carpeting and upholstery, a high-fidelity paging system, and completely redesigned food service facilities for efficient and rapid service. An invitation to visit the new Bakers Club quarters has been extended to all in the baking or allied industries.

## New York To Roll Out Royal Carpet Of Food and Fun for 1958 ARBA

NEW YORK—Since most retail bakers will bring their wives and daughters to the Associated Retail Bakers of America convention and exhibition in New York City next spring, the program committee is making a special effort to see that the panel discussions and other events reflect the woman's point of view. The New York City Convention Bureau will provide attractions for the women in addition to the convention and exhibition. As an example: Last year 756 conventions were held in New York City, attended by more than 2,500,000 persons. Sixty per cent of the husbands brought their wives. Enthusiasm was created beforehand, after the wives had seen the Visitor's Shopping Guide to New York City, the New York Restaurant Guide and the Visitor's Guide to New York City, booklets put out by the bureau to assist the visitor in making the most of his vacation. Pamphlets are distributed by the bureau to convention managers to promote out-of-town attendance at meetings.

For this great influx of wives of convention delegates, the bureau has a special department which suggests and helps to arrange everything from banquets to trips to the zoo, to make the visit a memorable one. This free bureau service is based on the ideas that if women have a good time in New York, they will want to return, and that they have influence over their husbands when it is time to plan next year's vacation.

Among the drawing cards which attract out-of-town women are the fashion shows. The bureau works with New York stores in planning fashion shows, which are usually featured at breakfast, lunch or tea time, either in stores or hotels.

Another luxury will be the absence of dishes to wash, beds to make and other everyday chores. Appetites are bound to be satisfied either through exotic foreign dishes or just plain American food. It is possible to dine in another country's atmosphere each

day. Hotel service is designed to keep the visitor from lifting a finger.

### Entertainment-Plus

New York offers banquets, tickets to current plays, and a host of other diversions. There are also tickets to free television and radio shows, and walking tours are always popular. The boat trip around Manhattan Island also rates high in popularity.

### Gastronomical Tour

For those who enjoy a wide variety of foods the only task necessary is to set the imagination to work—and then to partake. The visitor might stop first for a mutton chop in a fine old English chop house; then dine on coq au vin at a French sidewalk cafe; sample bouillabaisse as it's made in Marseille; watch Spanish dancers while consuming a casserole of paella; visit an Italian coffee house, and grow nostalgic listening to string music in a candlelit Viennese restaurant.

Then head north to try pigs' knuckles in an old German spot, load a plate at a Swedish smorgasbord, and even taste Russian cuisine.

With quick stops for some authentic Armenian shish-ke-bab, and an Indian curry, he can move on to the Far East, practice eating lobster Cantonese with chop sticks, and learn how the Japanese prepare sukiyaki.

On the way home the visitor may pause to visit Mexico to try tacos

and enchilados. Once back in the states he will be ready for a real American sizzling steak and a big piece of apple pie.

This "round-the-world" tour can be made without leaving New York City! New York offers visitors almost as many types of foreign restaurants as there are flags at the U.N.

—BREAD IS THE STAFF OF LIFE—

## Midwest AACC Plans First Fall Meeting

CHICAGO—The Midwest Section of the American Association of Cereal Chemists will hold its first meeting of the new season here Oct. 7 at the Builders Club, 228 N. La Salle St.

Featured speaker at the meeting will be Dr. William B. Bradley, scientific director of the American Institute of Baking here and currently president of the AACC. Dr. Bradley is a member of the Midwest Section and its past chairman. He will discuss association affairs of interest to local members. He will devote most of his time, however, to the subject of "Bread—For Man or Rats." This involves not only the role of bread in the mixed diet, as consumed in the U.S., but the differences in nutritional requirements of the human and the experimental animal used to evaluate "nutritionally superior" breads.

—BREAD IS THE STAFF OF LIFE—

## National Biscuit Co. Drops 5 Cake Mixes As "Profitless"

NEW YORK—The National Biscuit Co. has discontinued the production and marketing of five major cake mixes in its Dromedary line, acquired from Hills Brothers Co. in 1954.

Nabisco will continue to make and sell eight other specialty mixes, including muffins, pound cake and ginger bread.

At the annual meeting last spring, George H. Coppers, president, termed the cake mix division of the company "profitless."

## BAKERY STORES SHOW SALES GAINS

WASHINGTON — The dollar volume of sales by bakery products' stores in the U.S. for July, 1957, increased 9% over July, 1956, but decreased 7% from June, 1957. Sales for the first seven months of 1957 increased 6% over the comparable period of 1956. Figures are from a monthly retail trade report published by the U.S. Department of Commerce.





**SBA PRODUCTION CONFERENCE OFFICIALS**—The illustration at the left above shows those attending the board of governors meeting held in conjunction with the Southern Bakers Assn. annual production conference, Sept. 16 at the Atlanta Biltmore Hotel. Left to right are R. P. Cooper, R. P. Cooper Bakeries, Tallahassee, Fla.; Roy Allen, Flowers Baking Co., Jacksonville, Fla.; Robert H. Jennings, III, Palmetto Baking Co., Orangeburg, S.C.; Benson Skelton, president, Southern Bakers Assn., Atlanta; Roy R. Peters, Butter-Krust Bakeries, Lakeland, Fla., vice president and immediate past chairman of the board of SBA; Paul A. Jones, Jones Bakeries, Winston Salem, N.C.; James E. Swan, Claussen's Bakeries, Augusta, Ga.; R. N. Morton, Colonial Baking Co., Jackson, Miss.; R. W. Westerstrom, Colonial Baking Co., Atlanta, and Howard Ellison, Modern Bakery, Harlan, Ky. Present but



not shown in the picture were: chairman of the board William P. McGough, McGough Bakeries, Birmingham, Ala.; William J. Rains, Grocers Baking Co., Lexington, Ky., and Raymond A. Hunt, Colonial Baking Co., Chattanooga, Tenn. The picture at the right shows the head table at the production conference breakfast, Sept. 17. Seated left to right are Mr. Peters, Mr. Skelton, Mr. McGough, Gary S. Cutini, Life Insurance Company of Georgia, Atlanta, speaker on the subject "Marketing versus Selling." Standing left to right are: Charles J. Schupp, Washington, D.C., president of the Associated Retail Bakers of America; L. Paul Nobert, Greensboro, N.C., master of ceremonies; Mike Harding, Winston Salem, N.C., general chairman of the production conference; Leland E. Holley, Atlanta, president of the Southern Bakers Allied Assn., and J. A. Wayt, Atlanta, who gave the invocation.

## Southern Bakers Assn. Sponsors Seventh Production Conference

ATLANTA—The fostering of a better knowledge of production problems and the improving of production methods was the theme of the seventh annual Southern Bakers Assn. Production Conference, held Sept. 15-17 at the Hotel Biltmore here. About 500 bakers and allied tradesmen from the SBA area, as well as many national industry figures, attended.

The first day was devoted to retail problems and was followed by general sessions covering the wholesale business, primarily from the production angle. E. L. Harding, Krispy Creme Doughnut Corp., Winston-Salem, N. C., was general conference chairman.

C. E. Cole, Jr., King Cole Bakery, Atlanta, Ga., presided as chairman at the retail session and introduced Charles J. Schupp, Schupp's Pastry Shop, Washington, D. C., president of the Associated Retail Bakers of America, who spoke on "Opportunities Unlimited." Because of the economic development of the South and the southward trend of many industries, he predicted a rosy future for the area. An invitation was extended to all bakers to attend the ARBA convention in New York next April; he expressed the hope that it might be held in Atlanta at some future time.

The speaker cited a Kiplinger Letter which was particularly "bullish" about the South and said that the all-time high population, incomes and employment gave no cause for pessimism. But he cautioned retailers, that in our economic system dedicated to the survival of the fittest, extreme care should be given to the production of quality products and efficiency in their manufacture.

"We should not blame conditions on competition, but meet the challenge with product appeal, modern stores, proper lighting, adequate parking facilities and cooperative effort in public relations," Retailers, he said, possess a distinct advantage because they are not limited in their

display space and sell direct to the consumer.

It is possible for bakers with freezers to double their sales, greatly increase their variety, make more money and have more leisure time, according to Paul Stewart, The C. Schmidt Co., Cincinnati, Ohio. It enables bakers to make full mixer capacities, reduces clean-up time and utilizes capacity storage space. Where condensation is a problem it can be remedied by freezing the merchandise before it is baked, and by the use of plastic covers on frozen baked items. One of the main causes for the drying out of frozen items is the use of a lean formula, he said. Other causes were attributed to too long a freezing time, due to an overloaded freezer, too long storage and too low a temperature, which will cause dehydration. He urged retailers to feature frozen pies and to display them adequately "to meet the competition of outsiders who have taken over this segment of the business."

He said bakers can make money faster by reducing costs than by increasing sales, and those who lack adequate freezer facilities "pay a dear price in lost profits."

### Stales "Radically Reduced"

He cited a New Jersey bakery that had radically reduced stales after installing a freezer, increased varieties from 20 to 67, and froze 50% of its production before baking, and only 30% after baking. The problem with freezing in the South, he brought out, is condensation, due to high humidity, but this can be remedied by freezing before baking.

The baker, he stated, can save money by freezing full capacity, and mixing and making-up to capacity. Many operators, he brought out, find it advantageous to freeze birthday cakes, because there are so many afternoon calls for such cakes for prompt delivery. He advised operators to take goods out of the freezer the night before and use the retarder.

The proof box is often used for defrosting, he said (without steam, of course). Overloading freezers, he said, and leaving items in them too long, will result in drying out, and so will excessive cold.

In regard to retail self-service, Mr. Stewart stated that bakers' objections were exactly the same as were those of grocers, butchers and other merchants to this method of selling 10 to 15 years ago. But the method was adopted, simply because people liked it. "Some people don't want to be pursued to buy, and they fear the sales person. Progress is being made in bakery self-service. I planned 20 stores last month for a baking firm, converting to this method for their entire line of products. Self-service is here and will continue to grow."

Byron L. Mead, Basic Food Sales Corp., Charlotte, N. C., advised against the use of excessive buttercream in cake decorating and suggested more boiled icings, Swiss meringues, piping jellies and colored rock sugar for background work. Discarding leftover icings can run the cost of the cake up and speed in decorating is essential to keep labor costs down.

Rex Paxton, Sutherland Paper Co., Kalamazoo, Mich., told his audience at a luncheon session that there is a difference between brand acceptance and brand preference and that prosperity is dependent upon a strong demand for your product, which calls for a constant public relations job. Every member of an organization is a member of its public relations' department, he declared. Public relations is tilling the soil of public opinion and should have a positive approach, courteous communications and make extensive use of color in packaging sales appeal. Products should be glamorized at the point of sale and be consistently good, "because if the consumer purchases just one bad item she gets the impression that all are poor."

A rising income group has created

a ready market for a good variety of all-butter coffee cakes was the opinion expressed by Bernard Bergholz, Jr., California Raisin Advisory Board, Fresno, Cal. He advocated the use of a 93 score butter, used in a plastic state (50-55°F.), the use of cold ingredients, a short dry proof (not over 90°F.), the use of a pure egg wash and icing the products when slightly warm. He cautioned against using filling to the extent that the dough becomes a mere holding vehicle. These items, he said, have no limit as to the types of breakfast and "piece-time" snacks that can be created and are ideal for the retailer, as they can't be mass produced in variety, so offer no competition.

### Air Brush Use Demonstrated

A demonstration on the use of the air brush in cake decorating work was given by Clay Davis, Davis Bake Shop, Dalton, Ga., whose decorated cake sales have increased about 25% since its use, because cakes can be offered in any design customers desire, but cannot be duplicated by them. With the aid of piping jellies, decorative borders and plastic ornaments, these cakes can be quickly produced at a good profit. The spray solutions are prepared by mixing 2 oz. of paste color, 8 oz. hot water, straining through several thicknesses of cheese cloth and the addition of a little gum arabic for gloss. A good decorating icing recommended can be prepared by mixing 4 lb. granulated sugar, 2 lb. cold water and 8 oz. meringue powder mixed on second speed. Then heat 1 pt. of glucose over an open flame, pour into the icing and mix to the proper consistency.

Because of the universal appeal of doughnuts, which are consumed at all hours of the day and night, sales last year amounted to 12 billion at a value of 290 million dollars, declared Bee W. Braden, Jr., Pillsbury Mills, Charlotte, N. C. Quality production is dependent on the use of the best ingredients, proper formula balance, proper handling of the dough and correct frying temperatures and care of the frying medium.

The common complaint of excess soaking of the frying fat can be remedied by changing the fermentation

in yeast-raised doughnuts, avoiding frying too soon after the dough is made, straining the fat and cleaning the kettles regularly and frying at about 365° F. The fat should be kept hot for as little time as possible when not used for frying operations.

Fried pies, he said, are ideal for vending machines and are increasing in popularity. The crust averages about 25% in shortening and is made from an unbleached flour of about 8% protein. About 3 to 5% of corn sugar was recommended in making the crust, because of its lower caramelization point, and 2% salt is used for flavor. These ingredients should be dissolved in the water to insure even distribution. From 1 to 1½ oz. of dough was suggested for each 2 oz. of filling.

#### Panel Discussion Featured

The session closed with a panel discussion participated in by all of the program speakers.

President Benson Skelton welcomed the delegates at the general session and expressed the hope that those in attendance would take the program data back home for the benefit of those in their respective plants. Mr. Harding called for a moment of silence in memory of the late Louis Barth of Atlanta. Wallace Swanson, Southern Bakeries Co., Atlanta, presided as session chairman.

In discussing the technical aspect of the new crop flours, James Doty, Doty Laboratories, N. Kansas City, Mo., said laboratory reports revealed that Texas and Oklahoma wheats are running less in protein than last year and mill out to about 10.50% in the flour, on the average. Kansas wheats run about 1% less than last year and mill out to an average of 11.50% in the flour. Absorption is about 2% less, the cleanup time shorter and the tolerance to extra mixing is good. Softer doughs will be likely but will machine well. Color, ash and general characteristics are about the same. Wheats from Nebraska and Colorado will average 10.20% in the flour, the absorption is down 1-2%, the bread is excellent in grain and texture, but bakes out to less volume.

#### Higher Protein for Springs

Spring wheats are running higher in protein than last year with an increase of about 1% in absorption. Doughs have good mixing strength, excellent fermentation tolerance and

the bread is of good volume and of slightly open grain.

In practical use, Paul Olmstead, Panplus Co., Ft. Worth, Texas, felt that the Southwest crop was one of the best in years. Doughs are very plastic and no major adjustments are required. A normal amount of protease enzymes can be used in the sponge. The thought was expressed that due to the excellent backlog of 1956 wheat, millers would probably not use more than 40% of new wheat in the mill runs.

Charles Scarborough, A&P Tea Co., Atlanta, explained the course of instruction at Florida State University and what students should expect upon graduation. In the junior and senior years emphasis is placed on laboratory procedures and practical baking operations. Students can major in sales, production or pure bakery science and are required to work at least two years of their summer vacation in a practical plant. The practical experience of the graduates within the plant is limited and they were advised to start their employment by enrolling in company training programs. Mr. Scarborough said the school can be a great asset to the industry, which should give it a chance to prove its worth.

Leo Brune, Ekco Engineering Co., Atlanta, presided as session chairman at the afternoon session.

Harold Shannon, H. C. Brill Co., Newark, N. J., declared that the industry is practically out of the cake business, "a situation that will continue to deteriorate unless something is done about it." High pressure cake mix advertising has created an army of cake makers in the home and as a means of recapturing this business, he recommended featuring a line of all-butter cakes. By working up a good sales program, merchandising a top quality cake, nicely packaged and properly advertised, butter cakes can command a 50% premium in price, he said.

#### Management and Employee

In discussing management-employee relationship, Peter Pirrie, Bakers Weekly, New York, said that lack of proper communication channels between the two can cause serious upheavals in production and labor relations. Words used can make or break a communications system and he advocated talking with people, not at them, in setting up a two way system in the bakery. Other adjuncts,

such as employee meetings, bulletin boards, suggestion systems, letters to the home and employee opinion surveys were suggested. Any misinterpretation of the messages relayed can nullify the good effects of such a system, he said.

Jerome H. Debs, Chicago Metallic Mfg. Co., Chicago, Ill., emphasized that pans are the final tools in baked foods production and if they are not in the proper condition, the final product will not be as good as it should be. Glazed pans have an extremely beneficial effect on the finished item and cost no more than greasing procedures. It results in longer pan life, elimination of off-flavors, more uniform bake, a better crust color and improved sanitation conditions. Employees handling pans should follow carefully the instructions that come with the pans for maximum results.

Dr. Edward L. Holmes, the Hugé Co., St. Louis, Mo., recommended that a sanitation committee be set up of key personnel that would institute a training program for employees, who should be instructed to be on the lookout for contaminated material and the tagging of sanitation violation situations for non-use until the situation is corrected.

#### Loan Fund Contribution

The Southern Allied Assn. voted to contribute \$750 from its surplus fund to the student loan fund at Florida State University. Lee Whidby, flour broker, Birmingham, Ala., was named president of the group. Bob Hubner, Pollock Paper Co., Greensboro, N. C., vice president and Bob Jackson, Pillsbury Mills, Inc., Atlanta, sec.-treas.

A group breakfast opened the final session at which Gary Cutini, Life Insurance Co. of Georgia, was the inspirational speaker.

Edsel Benson, Benson's Bakery, Athens, Ga., presided as final session chairman and introduced T. R. Wanamaker, Southern Cotton Oil Co., New Orleans, La., who stated that new techniques in shortening processing have opened up many new product fields, and shortening can now be tailored to meet most any requirement. A prime requisite of shortening is that it should remain stable up to the time it is used and factors affecting stability are high temperatures, light and moisture.

In discussing production flow efficiency, R. G. Dibble, Interstate Bakeries, Kansas City, Mo., preferred the

## Win P. Craig, Colorado Milling Executive, Dies

ATLANTA, GA.—Win P. Craig, southern sales manager for the Colorado Milling & Elevator Co., Denver, died Sept. 27.

A veteran in the industry, Mr. Craig had sold flour in the Southeast for over 40 years. He was named southeastern sales manager for the Colorado Milling & Elevator Co. 11 years ago, making his headquarters in Atlanta.

Surviving are his widow and a daughter, Sara Virginia.

Robert M. Pease, Sr., president, and Lawson Cook of the Colorado firm, were present at the funeral services.

use of "warm" flour for best results and said the miller should be given the bakery specifications for the types of flour wanted. Flour bins should be empty, if an accurate inventory is to be taken. Accurate scaling is a requirement for uniformity and the speaker preferred stationary scales to the moveable type. Aged, dry flour gives best results for dusting purposes. The overhead proofer should be at least 95% full for best results and dusters should be equipped with automatic shut-offs, he said.

In looking into the future of the southern bakery business, John Morrill, Union Machinery Co., Richmond, Va., declared that one factor affecting progress is population migration, of which there is a decided trend toward the South. This offers bakers in the area an opportunity to raise the per capita consumption up nearer the national average, he said, urging bakers to take advantage of the "cook-out" habit and feature more hot dog rolls and frankfurter buns. The speaker foresaw no great major equipment changes in the immediate future and urged that the industry become more cognizant of the need for technically trained men.

As the session came to a close, conference chairman Mike Harding was presented with a photography outfit in appreciation of his efforts. Hand-some door prizes were awarded at each of the sessions to some of the 455 persons registered for the three-day conference.



CONFERENCE AWARDS—William P. McGough, McGough Bakeries, Birmingham, Ala., chairman of the board of the Southern Bakers Assn., is shown at the left above as he presents a complete photographic outfit to the chairman of the 1957 production conference. Next is Benson Skelton, SEA president; E. L. Harding, Krispy Creme Doughnut Corp., Winston-Salem, N.C.,

who made the seventh annual conference successful for the 500 attending, and Mrs. Harding. At the right, Mr. Skelton again looks on as Edsel Benson, Benson's Bakery, Athens, Ga., congratulates Nimen C. Scharlin on winning the last door prize of the 1957 conference. Door prizes were awarded each day to stimulate full attendance at every session.



## Flour Market

# Flour Buying Light During September

By KENNETH WAKERSHAUSER  
The American Baker Editorial Staff

There was very little flour buying consummated in September, as expected in a period following heavy booking such as occurred early in August. Two brief periods of activity occurred, however, one midway through the month when cookie and cracker bakers purchased small amounts in the central states, and the other near the end of the month when a few large bakeries extended their holdings of hard winters up to 60 days. Both flurries were halted before becoming widespread by the inability of bakers and millers to see eye to eye on price levels.

September was probably more important to the bakers because of the long range trends of flour and wheat prices which began to take tangible shape as the month moved along, trends which, as they develop more fully, will soon set the pattern of buying for the 1957-58 crop year. In the process, some earlier ideas of prices and supplies may be changed.

One of the most significant factors to appear was the September crop report of the U.S. Department of Agriculture, and the disclosure that wheat production for the year has been revised upward by approximately 8 million bushels from the August forecast, mainly because of increases in spring wheat and durum. Production still remains 7% below 1956 and 18% below the 1946-55 average, but the short run effect on flour and wheat prices gives indications of being bearish.

## Wheat Planting Ahead of 1956

Another factor which came into the picture in September was the ideal start given to planting of the 1958 hard winter wheat harvest in the Southwest. The long range effect on flour and wheat prices will be determined in the months ahead, but the effect at this early date has already been bearish. Planting proceeded in September under excellent

weather conditions, in contrast with a year ago when drought darkened the picture. The good outlook for planting has brought a decided lag in use of the government's acreage reserve Soil Bank program. As of Sept. 20 only 1,964,705 acres in the commercial wheat area had been placed into the Soil Bank, in contrast with 6,392,561 acres to the comparable date in 1956. Although subject to changes by several factors, the present situation, if it continues, may bring about bearish flour and wheat price conditions in the months ahead.

## Cash Wheat Prices Firm

As an example of this, cash wheat prices went up during most of the month, but began to turn downward the last few days. By the end of September prices of hard winter wheat flours in the Southwest and some soft wheat types at Chicago had turned downward, some as much as 10¢. Whether the trend has been definitely established remains to be seen.

## Three AACC Units To Learn Newest Developments

MANHATTAN, KANSAS — Three sections of the American Association of Cereal Chemists will meet at Kansas State College Oct. 11-12 to be brought up to date on latest developments in the field.

M. H. Thornton of Midwest Research Institute, Kansas City, will be featured speaker at the Friday evening smorgasbord, his talk being on "How Management Looks at Research."

Four scientists will present papers on research developments Saturday morning. Basil Curnutte, K-State physicist, will discuss "Infra-red Patterns of Wheat Gluten;" Stephen J.

## SALES GAINS MADE BY BAKERY STORES

WASHINGTON — Dollar volume sales by bakery products' stores in the U.S. for the first seven months of 1957 amounted to \$517 million, compared with only \$487 million for the comparable period in 1956. Figures are from a monthly trade report issued by the U.S. Department of Commerce. Sales for July, 1957, totaled \$71 million, compared with \$65 million for July, 1956, and \$76 million for June, 1957.

Even with the declines price ideas of buyers and sellers remained as much as 20 to 30¢ apart in some areas.

## Spring Wheat Estimate Up

Although the 1957 spring wheat crop will be 11% smaller than the 1956 production of 262 million bushels, it appears from the revised USDA estimate made in September that there will be more spring wheat than forecast in August. Production of all spring wheat increased 8 million bushels during August, and is now forecast at 233 million bushels. (The change includes 1 million bushels of durum wheat.)

Loska, Pillsbury Mills, Inc., Minneapolis, has a paper on "Trends in Physical Dough Testing;" R. M. Sandstedt, University of Nebraska, will report on "Sponge vs. Straight Dough Baking Methods;" and William B. Bradley, of the American Institute of Baking, Chicago, will speak on "Bread-for Man or Rats."

Dr. Bradley, who is national president of the American Association of Cereal Chemists this year, and other national officers will speak at the luncheon Saturday.

For wives of the visiting cereal chemists there will be a brunch at 10 Saturday morning at the home of Mrs. John Shellenberger, 1715 Fairview.

—BREAD IS THE STAFF OF LIFE—

## Henry Heide Names Three Executives

NEW YORK — Henry Heide, Inc., has announced the appointments of Vincent H. Heide to the position of general sales manager; Eugene E. Sullivan, assistant sales manager, and George J. Grohol, chain store representative.

Vincent Heide entered the employ of the 89-year-old firm in 1937 and, with the exception of four years of duty in the Coast Guard during World War II, has been active in many phases of sales activity, as well as in the plant. In 1953 Mr. Heide was elected a vice president and is a director of the company.

Gene Sullivan came with the company in 1949 and has been handling sales, sales promotion and advertising activities.

George Grohol has been in the Heide sales organization over 25 years. He traveled the New York state and Connecticut territories before he became a New York metropolitan representative. In 1944 and 1945 he was acting chain store representative.

## Stock Market

THE NEW YORK STOCK EXCHANGE  
Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	1957	Sept. 20, 1957	Sept. 27, 1957
	High	Low	Close
Am. Bakeries Co.	37 1/4	31 3/4	36
Borden	62 1/2	51 1/4	59 1/2
Cont. Baking Co.	33 1/4	27 1/2	29
Corn Pr. Ref. Co.	32 1/2	28	31
Pfd. 47	164	145	149
Dow Chemical	68 1/4	52 1/2	54 1/2
Gen. Baking Co.	11	9	10 1/2
Pfd. 88	135	127 1/2	128
Gen. Mills, Inc.	69	57 1/2	60 1/4
Pfd. 55	115	100	106 1/4
Merk & Co.	42 1/2	29 1/4	30 1/2
Pfd. 81	120	105 1/4	109
Natl. Biscuit Co.	40 1/2	35	39
Pfizer, Chas.	65 1/2	42 1/2	54 1/2
Pillsbury Mills, Inc.	44 1/4	39 1/2	42
Procter & Gamble	51 1/2	44 1/2	50
Quaker Oats Co.	39 1/2	33 1/2	38 1/2
Std. Brands, Inc.	42 1/2	37 1/2	40 1/2
Sterling Drug	35 1/4	25 1/2	30 1/2
Un. Bisc. of Am.	29 1/2	26	28
Ward Baking Co.	16 1/2	12 1/2	13

Stocks not traded:

	Bid	Asked
Cont. Baking Co., \$3.50 Pfd.	93	94
Merk & Co., \$3.50 Pfd.	75	76
Natl. Biscuit Co., \$7 Pfd.	148	148 1/2
Pillsbury Mills, Inc., \$4 Pfd.	89	91 1/2
Quaker Oats, \$6 Pfd.	128 1/2	128 1/2
Sunshine Bisc., Inc.	70 1/4	71 1/4
Un. Bisc. of Am., \$4.50 Pfd.	89	93
Ward Baking Co., \$3.50 Pfd.	85	87

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	1957	Sept. 20, 1957	Sept. 27, 1957
	High	Low	Close
Gr. A&P Tea Co.	202	149 1/2	173
Horn & Hardart Corp. of N. Y.	30	23 1/4	28 1/2
Wagner Baking Co., Pfd.	104	55	55

Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of N. Y., \$5 Pfd.	97	99 1/2
Horn & Hardart Corp. of N. Y., \$8 Pfd.	117 1/2	120
Omar, Inc.	9 1/2	10
Wagner Baking Co.	3	3 1/2

CANADIAN STOCKS

	1957	Sept. 13, 1957	Sept. 20, 1957
	High	Low	Close
Canada Bread	3.25	2.50	3.25
Pfd. B	55	50	50
Can. Bakeries	5	4	5
Can. Food Prod.	3.50	3.25	3.25
Pfd.	8 1/4	7	7
Can. Food	50	36	41
Catell Food, A	32	19	32
B	38 1/2	31	35 1/2
Can. Bakeries	7 1/4	6 1/4	6 1/2
Gen. Bakeries	6.00	4.85	5.50
Std. Brands	...	...	40
Weston, G., A	37 1/2	18 1/4	21
B	28	19 1/2	21 1/2
Pfd. 4 1/2%	94	84 1/2	88 1/2

\*Less than board lot.

## Foods Development Laboratory Opened

NEW YORK — A fully-equipped foods development laboratory has been opened by Morningstar, Nicol, Inc., at Hawthorne, N.J., to help the food processing industries obtain the benefits of newly-introduced specialty starches and refined natural gums. In addition to basic food products research, the laboratory's staff will undertake projects of interest to manufacturers of dry mixes, bakers, the instant food and flavors industry, confectioners, and others.

Work in this field will be led by Leonard M. Waldt, food chemist, with 20 years experience in the packaged foods and beverage industries. The laboratory is now equipped with specialized mixers, blenders, ovens, freezers, extractors and metering and measuring apparatus, as well as with other related equipment.

—BREAD IS THE STAFF OF LIFE—

## BAKERY SOLD

PITTSBURGH — Wohlfarth Bros. Bakery, Homestead, Pa., established in 1888, has been sold. Walter F. Wohlfarth, retiring president, will remain as consultant. Mortimer S. Smythe has been elected president and general manager, and S. I. Milton secretary and treasurer.

## Summary of Flour Quotations

Sept. 27 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

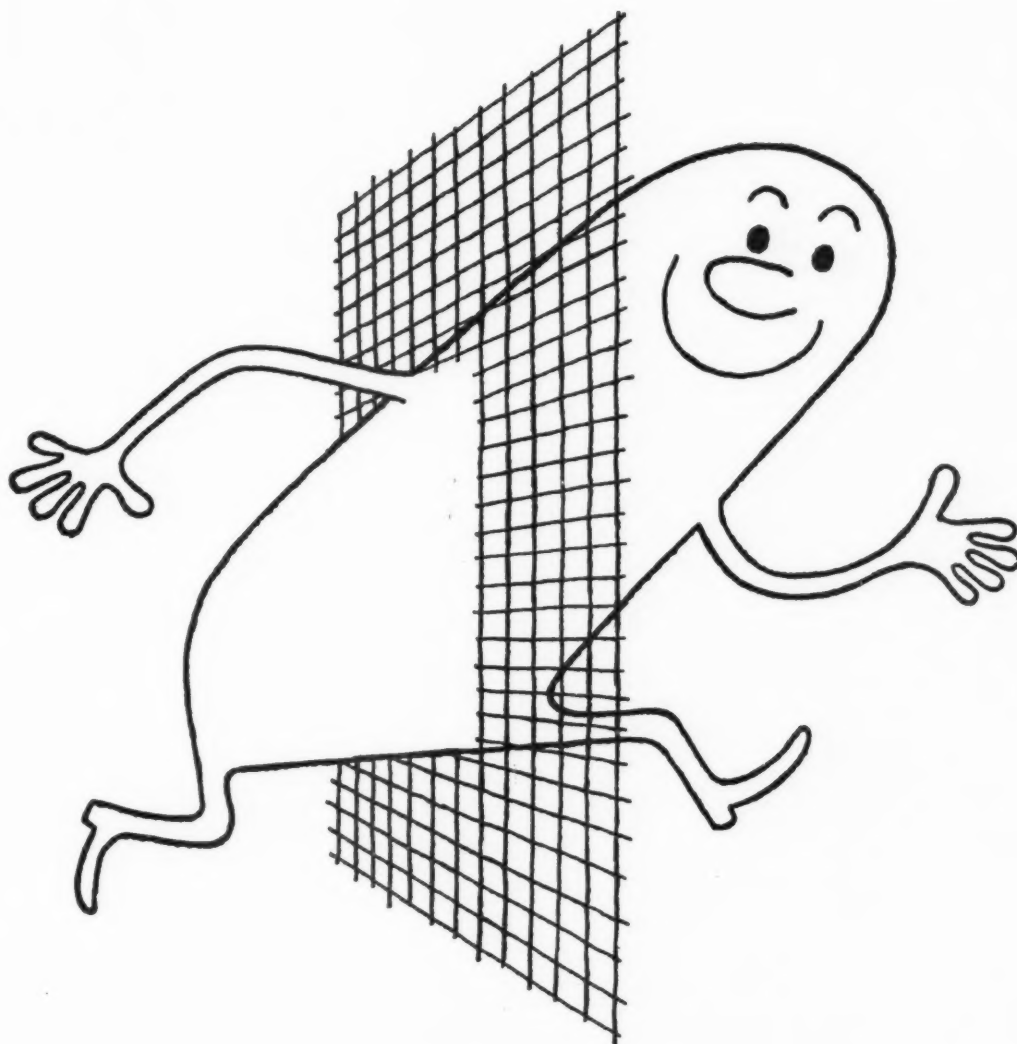
	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.90@6.35	...	...	...	...
Spring high gluten	...	6.25@6.37	...	...	6.81@7.06
Spring short	...	6.00@6.12	...	...	6.56@6.76
Spring standard	5.80@6.25	5.90@6.02	...	...	6.46@6.71
Spring straight	...	...	...	...	...
Spring first clear	5.40@5.80	5.27@5.80	...	...	5.77@6.13
Hard winter high gluten	...	...	6.45@7.20	...	...
Hard winter short	5.40@5.85	...	5.53@5.58	...	6.08@6.58
Hard winter standard	5.30@5.74	...	5.43@5.48	...	5.93@6.48
Hard winter first clear	5.60@5.69	...	4.65@4.95	...	...
Soft winter short patent	7.34@7.70	...	...	...	7.73@8.07
Soft winter standard	5.50@6.00	...	...	...	7.15@7.37
Soft winter straight	...	...	...	...	5.99@6.17
Rye flour, white	5.24@5.30	...	...	...	5.79@5.94
Rye flour, dark	4.49@4.55	...	...	...	5.04@5.19

	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.98@7.18	7.05@7.15	...	6.81@7.01	6.70@6.90
Spring short	6.83@6.93	6.80@6.90	6.84@6.94	6.61@6.81	6.45@6.65
Spring standard	6.73@6.83	6.70@6.80	6.74@6.84	6.51@6.71	6.25@6.45
Spring first clear	6.00@6.20	6.60@6.70	6.02@6.22	6.06@6.41	5.75@6.05
Hard winter short	6.45@6.55	6.30@6.40	6.45@6.55	6.24@6.45	5.95@6.10
Hard winter standard	6.30@6.40	6.20@6.30	6.30@6.40	6.14@6.30	5.80@5.95
Hard winter first clear	...	...	...	...	5.15@5.45
Soft winter short patent	...	...	...	...	5.55@5.90
Soft winter straight	5.75@6.10	...	5.77@6.12	...	5.15@5.45
Soft winter first clear	...	...	...	...	4.55@5.00
Rye flour, white	5.70@5.90	5.75@5.85	...	5.54@5.84	...
Rye flour, dark	...	...	...	4.94@5.24	...



# We've passed the screen test



You may think that the sifting operation in a flour mill doesn't affect you. But it does.

Certain kinds of screens never have very accurate meshes to start with. They tend to clog. They wear unevenly. Result, something less than perfection through the several steps of grinding the grain to flour.

When we put stainless steel screens throughout the mill there was a noticeable improvement in the entire milling process. Faster. Less re-grinding. More uniform results.

Isn't uniformity what you want? Don't take less than you can get from Atkinson.

Everybody talks uniformity... **ATKINSON** delivers it



ATKINSON FLOUR FOR BAKERS ONLY... MINNEAPOLIS

## CONVENTION

(Continued from page 3)

been scheduled: The Allied Trades of the Baking Industry will have an 8 a.m. breakfast in the Bernard Shaw Room, and the 1961 Baking Industry Exposition Committee will meet in the Life Room at 10 a.m.

Two meetings have been scheduled for Oct. 23. The AIB membership committee breakfast will be held at 7:30 a.m. in the Life Room, and the Inter-Industry Bakery Package Committee breakfast is scheduled for 8 a.m. in the Gold Room.

The past, present and future of the baking industry, with emphasis on the future, will be reviewed, discussed and predicted at the general session Monday morning.

The general session will be opened by Roy Nafziger, Interstate Bakeries Corp., Kansas City, ABA board chairman. Mr. Nafziger will discuss the potential growth of the baking industry in a talk entitled "Long-Range Planning—Key to the Future."

As is customary at the first of the two general convention sessions, William E. Maier, general manager and treasurer of Maier's Bakery, Inc., Reading, Pa., will open the formal session by singing "The Lord's Prayer" and "The National Anthem."

Harold M. Freund, vice president and plant manager of the Freund Baking Co., St. Louis, president of the American Society of Bakery Engineers, will assess the present in a talk entitled "Why Wait 'Til Next Year?"

Mr. Freund is affiliated with one of the oldest family-operated bakeries in the nation. Last year the Freund executives were given a citation at the ABA Convention in recognition of 100 years of continuous operation of a bakery by members of the same family. The ASBE president built an experience in all types of bakeries after graduating from college and from the AIB baking school. He worked as a journeyman baker in wholesale, home service and retail bakeries from coast to coast. He was, at one time, the baker on a ship cruising to South America.

He has served on numerous community committees and was the first president of the St. Louis Bakery Production Club.

### Inter-Industry Cooperation

The many advantages of inter-industry cooperation will be discussed by E. E. Kelley, Jr., Butter Krust

Bakeries, Inc., Lakeland, Fla., ABA president. His topic will be "Long-Range Planning—Together."

"Second-guessing" will be the theme of a talk given by Dr. Carl S. Winters, author and lecturer, from Oak Park, Ill. He will talk about "Greatness Passing By." Dr. Winters is appearing on the ABA convention program for the second time. He addressed the convention in 1954, and members who heard him asked that he be invited again.

Allan Shivers, former governor of Texas, will highlight the program with a discussion of "The Conservative in Government—His Future." Mr. Shivers is now chairman of the board of Western Pipe Lines, Inc.

The American Institute of Baking will hold its annual meeting at 3 p.m. Monday, Oct. 21 at the Institute building, 400 East Ontario.

### New Film

The general session Oct. 23 will feature one of the first public showings of "The Atom Comes to Town," a 29-min. sound-color film produced by the Chamber of Commerce of the U.S. with the cooperation of 32 industrial firms to help increase understanding of the use of the peacetime atom.

First speaker on the program will be Charles J. Schupp, Schupp's Bakery, Washington, D.C., president of the Associated Retail Bakers of America. The title of his address is "Planning Ahead For Retail Bakery Progress and Profits."

board of governors of ABA and is vice president of the Potomac States Bakers Assn.

Mr. Schupp will be followed by E. E. Kelley, Jr., ABA president, who will report on activities of the Bakers of America Program in the past year and will forecast expanded operations in the next ten years. The program has been in operation 10 years as of this time. A slide film report of all phases of the program will be presented.

Next on the Wednesday session will be the premier presentation of the new ABA film "Your Daily Bread," which tells the story of bread's nutrition, details about how bread is made in a wholesale bakery, and variety breads and their uses. In full color, on 16mm film with sound, it will be made available by ABA for showings by bakers and allied organizations to schools and consumer groups.

U.S. Senator Hubert H. Humphrey, Minnesota, will be a featured speaker at the Wednesday morning session. He will discuss the state of the

nation—and the world—in his talk entitled "Where Are We Going?"

### Pie Branch

New facts and factors in the pie business will be discussed and analyzed at a joint session of the ABA Wholesale Pie Branch and the National Association of Wholesale Pie Bakers Oct. 22 in the Jade Room of the Hotel Sherman.

Lawrence W. Fasano of the Fasano Pie Co., Chicago, chairman of the pie branch and president of the pie association, will be chairman of the day-long session.

"Every pie baker attending the meeting will hear something of direct interest to him," Mr. Fasano said. "I think it is one of the best, most diversified, programs we have ever had."

Two films will be shown by Stanley Ellis, Marathon Corp., Menasha, Wis. They are a color-sound film showing modern packaging of pies and cakes, and a hidden camera study of consumers buying pies in San Francisco, Cincinnati and Detroit.

F. W. Birkenhauer, chairman and president of the Wagner Baking Corp., Newark, N.J., will report as the pie bakers' representative on the ABA Board of Governors.

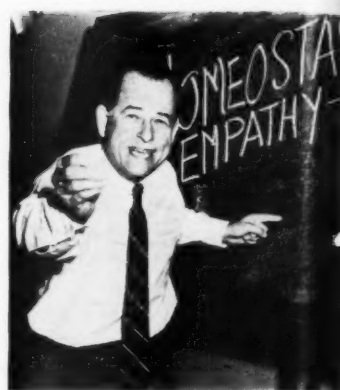
In previous years, speakers on the wholesale pie program have discussed the topic "What's Wrong with the Pie Business?" Harold Snyder, editor of Baking Industry magazine, this year will tell the bakers "What's RIGHT with the Pie Industry." Mr. Snyder, who has met with bakers in virtually every state, will bring the bakers a first-hand report of information he has obtained from pie bakers throughout the nation.

The branch session will include a panel and open forum discussion following a luncheon. Mr. Fasano will serve as moderator. Panel members will include Carl G. Denton, Farm Crest Bakeries, Inc., Detroit; R. J. Layman, Bowie Pies, Inc., Los Angeles, and Ernst H. Struckmann, Mrs. Smith's Pie Co., Pottstown, Pa.

Panel subjects will be: "What are the problems relative to the five-day delivery week in the pie industry?"; "How can we lower our selling costs?" and "How can you get your fair share of the frozen pie business?"

Also on the program will be a report on staphylococcus research, by Dr. Merlin S. Bergdoll, associate professor at the Food Research Institute, University of Chicago.

The meeting will end with election and installation of 1958 officers.



A. J. Gariepy

## Sales Motivation Subject of Allied Trades Meeting

NEW YORK—In line with modern management's constantly increasing interest in the "motivation" of sales and salesmen, the Chicago breakfast meeting of the Allied Trades of the Baking Industry, Inc., will feature a talk on "The Psychology of Motivation" by Armand J. Gariepy, the authoritative and inspirational speaker who is director of Sales Training International. Mr. Gariepy's presentation will be made in the Bernard Shaw Room of the Hotel Sherman on Tuesday morning, Oct. 22.

A combination author, lecturer and sales trainer, the dynamic Mr. Gariepy is author of the well known salesman's bible "Your Future Is in Your Hands" and is founder of the course for salesmen "How to Succeed and Sell on Purpose." According to those who have seen and heard him in action, the ATBI program committee has scheduled a top-notch platform performer who will provide one of the most interesting and illuminating highlights of the entire convention.

As director of Sales Training International, Mr. Gariepy has presented his inspirational yet practical program in more than 35 countries before more than 50 different nationalities. In the U.S. his presentations have been made before top-notch business and professional groups from coast to coast; for example, the National Association of Manufacturers in New York City and the Sales Executives Assn. in San Francisco.

Although the Gariepy presentation is most frequently used to motivate salesmen, his basic principles are applicable to production personnel and can be very helpful to any businessman responsible for the selection and development of employees.

In this latter connection Mr. Gariepy believes that success is based on "attitudes" rather than "aptitudes" and feels that many aptitude tests carry too much weight. He firmly believes that a man should be given full rein to choose his field of endeavor. "Einstein did very poorly in elementary mathematics," he points out, "and Woolworth failed seven times before he made a go of the dime store business!"

According to those who have heard him, Mr. Gariepy's presentations are as full of fireworks as they are of mental meat. A star blackboard performer with a bagful of intriguing tricks, "the world's most dynamic motivator" takes off his coat and gives his audiences a theatrical treat as well as a full-course sales training treatment.



Harold M. Freund



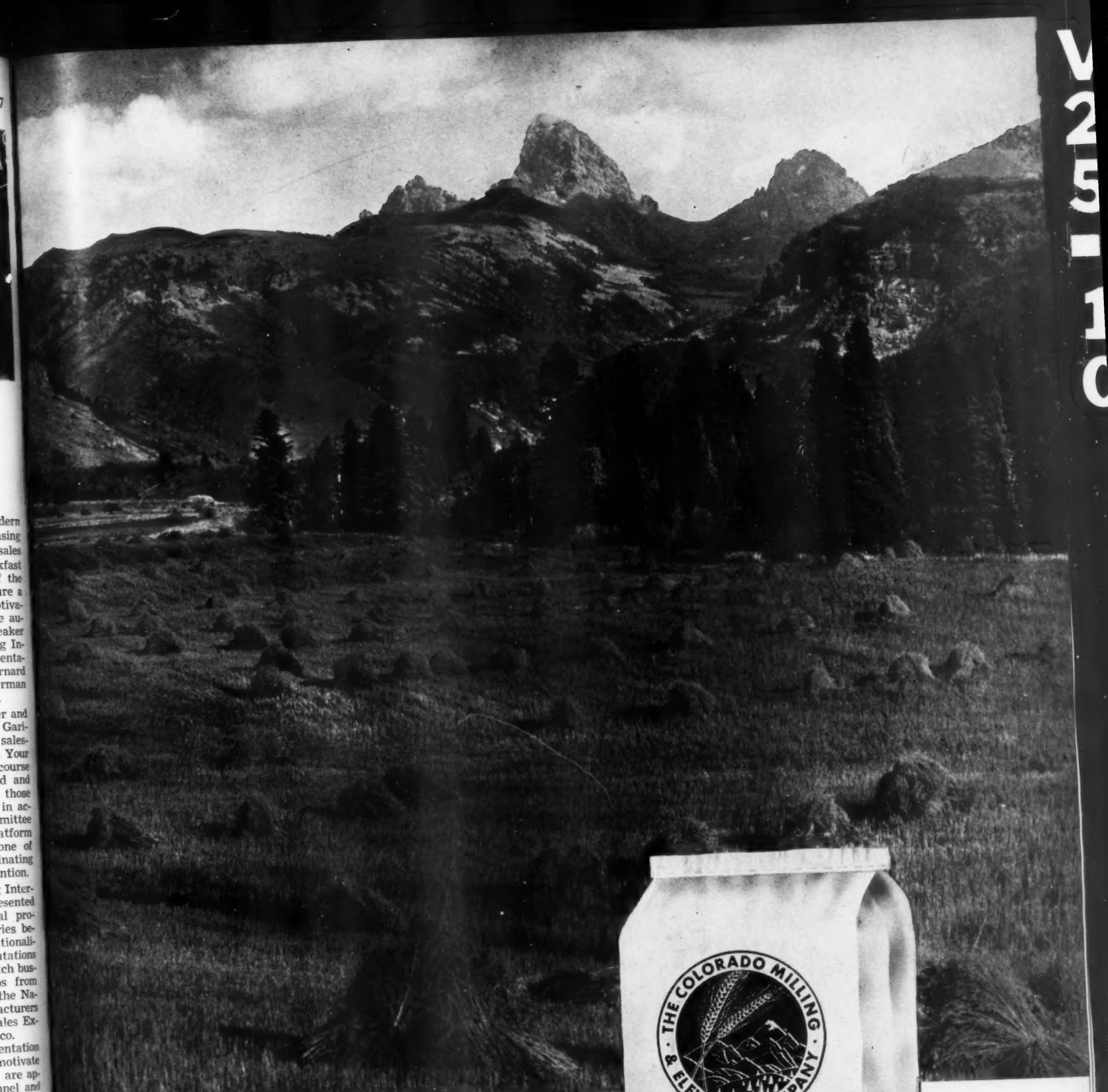
Charles J. Schupp



Lawrence W. Fasano

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# PIKES PEAK CAKE FLOUR

Milled from a purebred variety of soft white Spring Wheat that grows in the "Magic Valley" of Idaho...

*Helps build your reputation as a baker of the finest cakes.*



The COLORADO MILLING & ELEVATOR COMPANY General Offices: Denver, Colorado



## AIB Committee Reviews Plans Of New Course

CHICAGO—A thorough review of the educational program of the American Institute of Baking, including plans for a new production management seminar, was the leading item of discussion at the recent annual meeting of the Institute's educational advisory committee.

Subject matter of the new seminar was approved. Discussion leaders and

speakers have been engaged from the baking industry and the Northwestern University faculty.

Also at the meeting, the activities and plans of the School of Baking were reported on by members of the school staff and Dr. Robert W. English, director of education.

Dr. English commented following the meeting on the need for a "personnel inventory" as a primary need in the baking industry, a need which, according to Dr. English, the school and its committee are trying to meet.

"We want to develop a consciousness on the part of the industry that AIB can supplement personnel de-

velopment in baking companies. Companies need to plan up to five years in advance so that when a vacancy occurs there is a qualified man waiting to step into that vacancy," he noted.

Dr. English added, "Here the Institute can help by making available, through the regular 20-week course in baking science and technology, plus the short courses, types of study designed to meet individual and company needs. How we can better fill these needs is the continuing program of the school and of the educational advisory committee."

Chairman of the committee is Har-

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-NINE YEARS



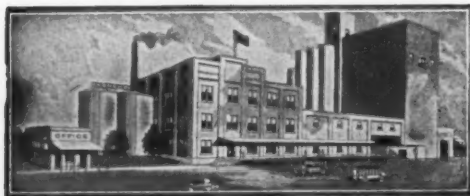
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

The fine baking qualities of HUNTER flours are based on the solid foundation of good wheat selection. For more than 75 years, the famous HUNTER brands have met the test of filling the commercial baker's exacting needs. Only quality can account for such a long record of top performance.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

A Very Real Help in

*Pediatric Reducing Diets*



You can lessen the adverse reaction to reducing regimens so often shown by children.

*Enriched Bread*

appreciably low in calories for what it supplies in essential nutrients... is a favorite food with most children. You can lessen the feeling of deprivation, and the resulting resentment, by including several slices daily in the reducing diet.



AMERICAN BAKERS ASSOCIATION  
20 North Wacker Drive  
Chicago 6, Illinois

**BOOSTING BREAD**—The Bakers of America Program of the American Bakers Assn., as part of its public health education program, has released another advertisement emphasizing the importance of bread in the diet. The current ad appears in the September and October issues of the *Journal of Diseases of Children*, an *American Medical Assn. Journal*; in the *Journal of Pediatrics*, and in *Pediatrics* magazine.

old S. Mitchell. Members are Ellis Baum, Continental Baking Co., Inc.; Robert W. Brooks, Fleischmann Division, Standard Brands, Inc.; Don F. Copell, Wagner Baking Corp.; B. W. Fairbanks, American Dry Milk Institute, Inc.; Arthur Hackett, Drake Bakeries, Inc.; David M. Levitt, DCA Food Industries, Inc.; John E. Morrill, Union Machinery Co.; Peter Pirrie, Bakers Weekly; Charles J. Regan, Interstate Bakeries Corp.; Walter Warrick, J. R. Short Milling Co.; Robert M. Woods, Evanston, Ill. and Robert F. See, executive for Campbell Taggart Associated Bakeries, Inc., who was at the meeting for the first time since his appointment to the advisory committee last February. Mr. See expressed his satisfaction with the proceedings.

—BREAD IS THE STAFF OF LIFE—

**ADVERTISING APPOINTMENT**

COLORADO SPRINGS, COLO.—The Holly Sugar Corp., which headquarters here, has announced the appointment of Mottl & Siteman, Los Angeles, as its advertising representative. Holly Sugar operates plants for the production of industrial and consumer sugars in the area between Colorado and the California coast.

We specialize in  
designing and engraving  
for Millers and the Grain Trade

**Holland Engraving Co.**  
Kansas City, Missouri

**KNAPPEN MILLING COMPANY**

Producers of  
**BEST QUALITY MICHIGAN  
CAKE & BAKERY FLOURS**  
AUGUSTA, MICH. PHONE 124

**Miner-Hillard Milling Co.**  
WILKES-BARRE, PA.

Manufacturers of  
**CORN FLOUR - CORN MEAL  
CORN SPECIALTIES**



*proving that old habits  
can be costly*



flours

*Individually milled*

*for*

*superior performance!*

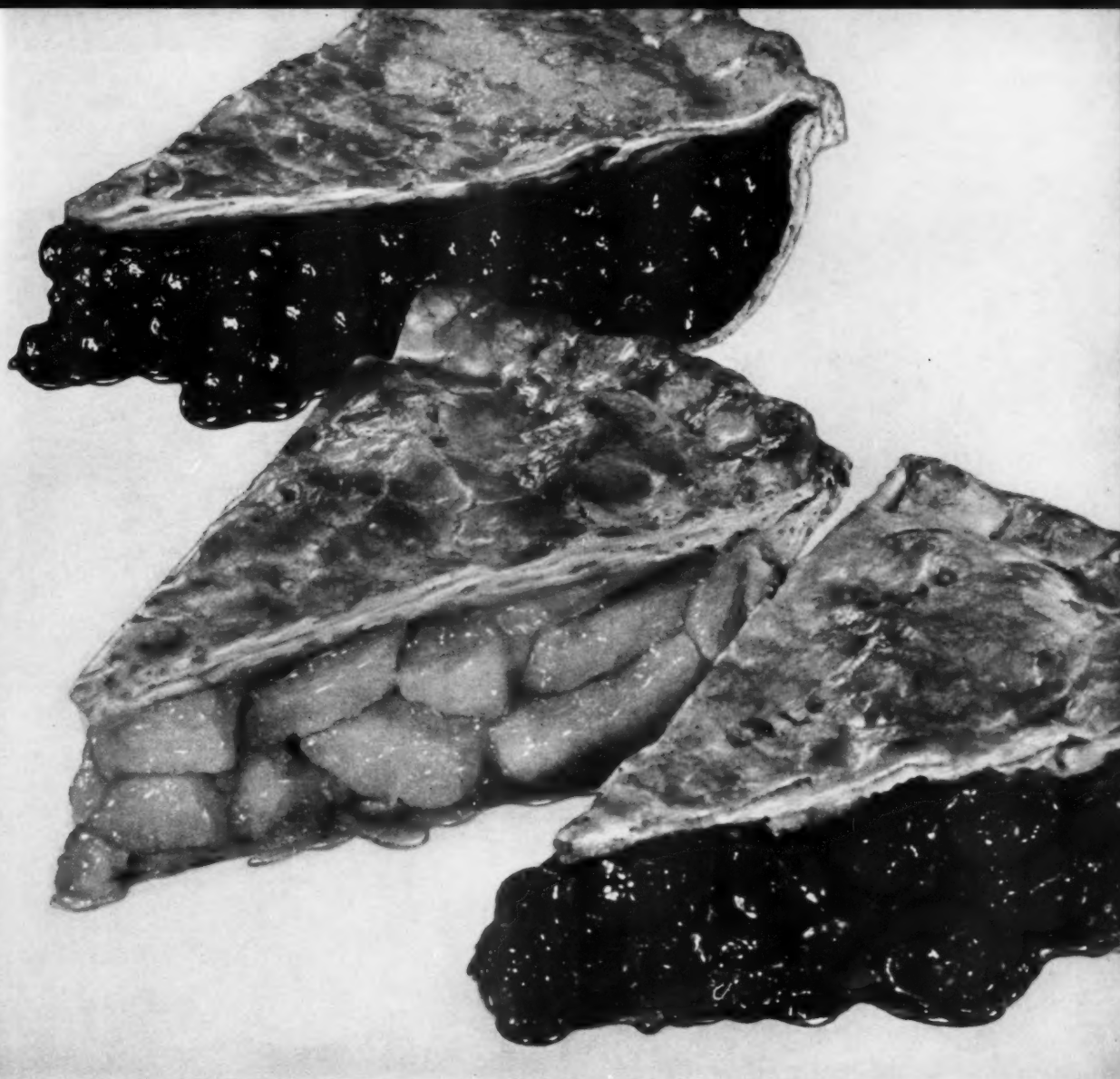
**ECKHART**

*Milling Company*

1300 CARROLL AVE. - CHICAGO 7, ILL.

Sole Representatives in Principal Cities





# For better pie—

for more sales—use Fleischmann's Frozen Fruits

Fleischmann freezes only fruit which meets rigid baking specifications established by The Fleischmann Laboratories. That's why Fleischmann's Frozen Fruits retain true fruit flavor and color to

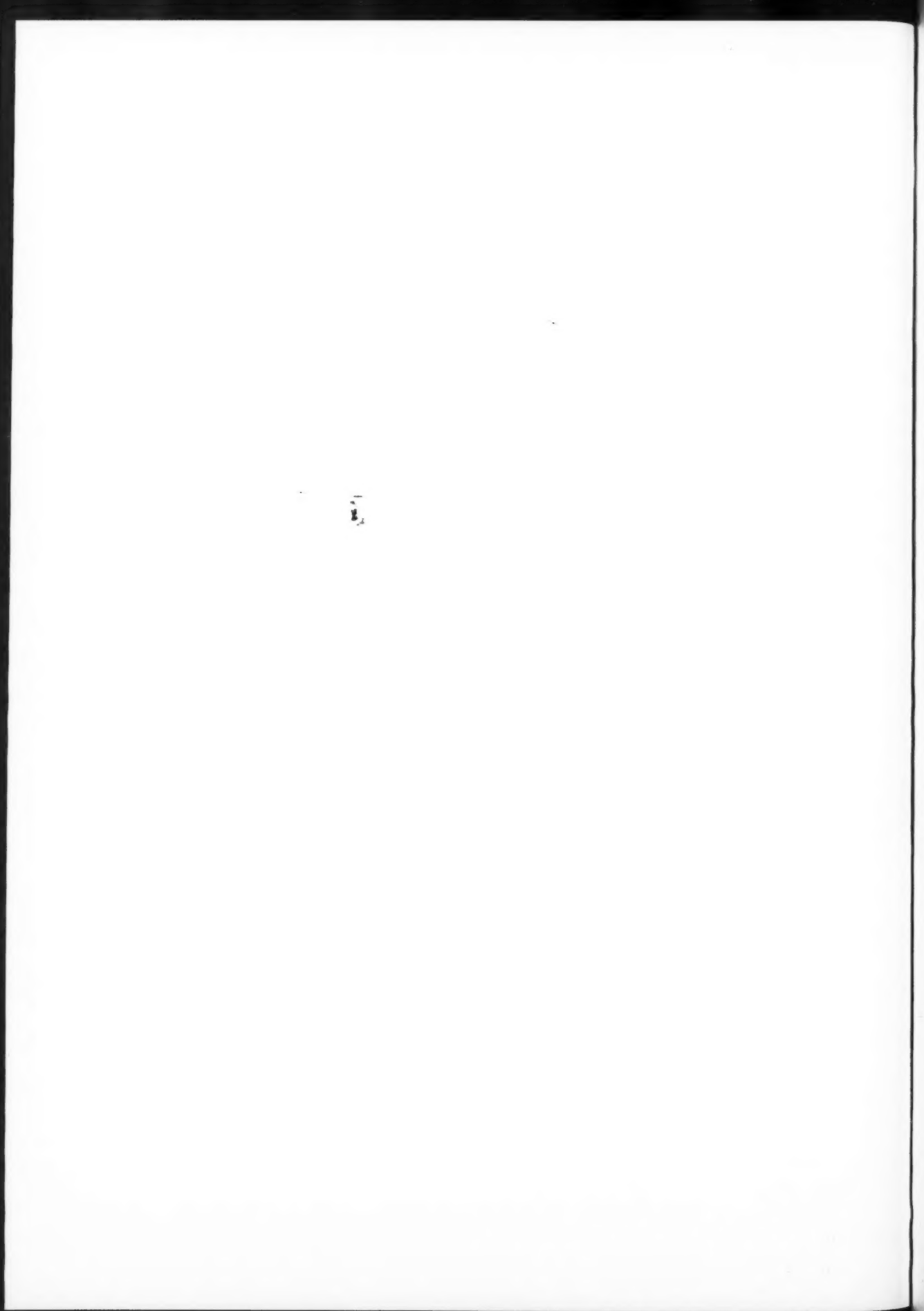
produce better pies every time. Pie fillings made with Fleischmann's Frozen Fruits have that "special" appetite appeal that means satisfied customers for you . . . and repeat business.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

## Fleischmann is First



... in frozen fruits for bakery needs





KELLY'S FAMOUS is a quality product. Every dollar's worth of its priceless reputation has been gained by giving a full dollar's worth of superior baking quality. You are sure to bake your best with KELLY'S FAMOUS.

*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

**The WILLIAM KELLY MILLING COMPANY**  
Capacity 5,000 Sacks HUTCHINSON, KANSAS Grain Storage 1,000,000 Bus.



## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 33 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Too much top heat in the oven often causes sponge sheet cakes to have large blisters on top.

2. Puff paste products should be allowed to rest for about 20 min. before being placed in the oven in or-

der to decrease shrinkage during baking.

3. Boston cream pies are made from sponge cake batters only.

4. If a cake formula calls for 5 min. creaming in low speed, creaming for 2½ min. in second speed will produce the same results.

5. Corn starch is added to powdered sugar in order to decrease the tendency for it to become lumpy.

6. There are no advantages in using milk solids in the production of rye bread.

7. In making angel food cakes,

cream of tartar is used because it produces carbon dioxide gas which gives the baked cakes increased volume.

8. It is characteristic for twist bread to have a tough crust. By replacing some of the flour with potato flour, this toughness can be reduced somewhat.

9. The melting point of puff paste margarine is about 100°F.

10. A cornstarch wash, made by boiling one gallon of water, six to eight oz. starch and about one-quarter oz. salt, is generally used to make the crust of rye bread glossy.

11. The flavor of pineapple pie filling can be improved by the addition of apple sauce.

12. If a bread dough when mixed properly is too cool, it is an excellent idea to mix it longer to bring it out at the correct temperature.

13. Cane and beet sugar (sucrose) are about 75% as sweet as corn sugar (dextrose).

14. Excellent sponge cakes can be made by using powdered eggs instead of shell or frozen eggs.

15. For best results, Bismarcks should be filled after they are fried, and not before.

16. Over-mixing of almond paste will result in the macaroons having a dull, grayish color.

17. Water is not added to angel food cake mixes because inferior cakes will be produced.

18. Flour or starch is not a necessary thickener for pumpkin pie filling.

19. The average 1 lb. loaf of white bread requires about 45 min. to proof under proper conditions.

20. At least 6% milk solids (non-fat) is usually recommended for making quality white bread.

—BREAD IS THE STAFF OF LIFE—

## BROLITE

### VALUABLE INGREDIENTS

### FOR BAKERS

Since 1928



**VITA PLUS  
WHITE CULTURE**  
Conditions Doughs.  
Stabilizes Fermentation.  
Extends Dough  
Tolerance.



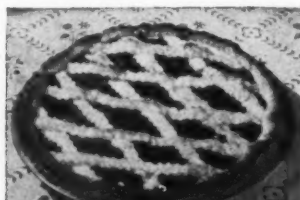
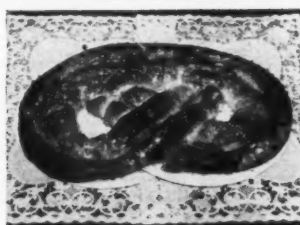
**BROLITE**  
For better flavor in  
Cakes, Cookies, Sweet  
Yeast Doughs, Icings.



**WHITE FUDGE  
AND COCOA  
FUDGE BASES**  
Easy Handling for Hi-  
Gloss, Flat Type and  
Butter Cream Icings of  
fine flavor. Economical.



**O.B. STABILIZER**  
For Boiled Meringues,  
Toppings, Icings,  
Glazes, Butter Creams,  
Regular Meringues and  
Whipped Cream.



**BROSOFT**  
A tenderizing agent  
with high powers of  
emulsification and dis-  
persion. Contains Mono-  
and Di-Glycerides, Lec-  
ithin and Associated  
Phosphatides (Vegeta-  
ble Emulsifier).



**FLUFOLITE**  
Egg Stabilizer for use  
in Cakes, Cookies,  
Sweet Yeast Doughs  
and Rolls.



**RYE SOURS**  
For outstanding rye  
bread flavor, improved  
volume and texture —  
simplified production.



**PIE DOUGH  
CULTURE**  
Produces a rich flaky  
crust with improved  
color — less tendency to  
soakage; drier doughs  
for easier handling.

USED BY LEADING BAKERIES

Demonstrations by our trained bakery technicians  
available in your shop.

## THE BROLITE COMPANY, Inc.

225 Fourth Ave.  
New York City 3, N.Y.

2921 S. Haskell Ave.  
Dallas 23, Texas

621 Minna St.  
San Francisco 1, Calif.

518 First Ave. North  
Seattle 9, Wash.

686 Greenwood Avenue N.E.  
Atlanta 6, Ga.

Main Office: 2542 Elston Avenue, Chicago 47, Illinois

### Bakery-Sponsored TV Programs Increase

NEW YORK—The first half of 1957 saw a marked increase in the number of bakeries sponsoring syndicated TV film programs, according to Michael M. Sillerman, executive vice president of Television Programs of America (TPA), TV film producers and distributors.

Based on an analysis of TPA syndicated sales for the first six months of 1957, bakeries are now the third largest industry category in film syndication. In a similar analysis for 1956, bakeries were fifth. The two largest industry categories, both last year and in 1957, are food products and breweries, in that order, said Mr. Sillerman.

### Evans Milling Co., Inc.

INDIANAPOLIS, IND., U. S. A.

Manufacture Kiln-Dried

DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels

### LINDSEY-ROBINSON & CO., Inc.

ROANOKE, VA.

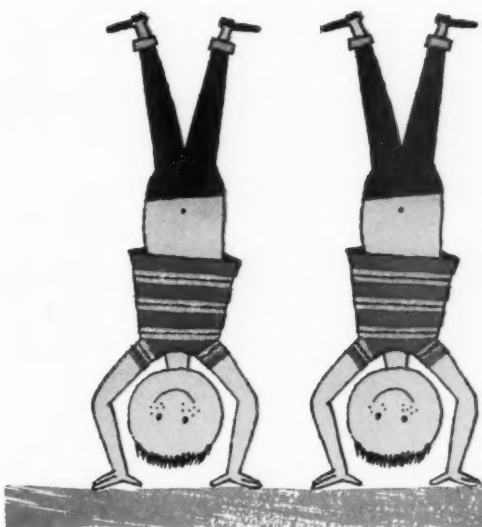
Quality Soft Wheat Flours  
for 75 Years

### Michigan Soft Wheat Flour

Plain and Self-Rising

### King Milling Company

LOWELL, MICHIGAN



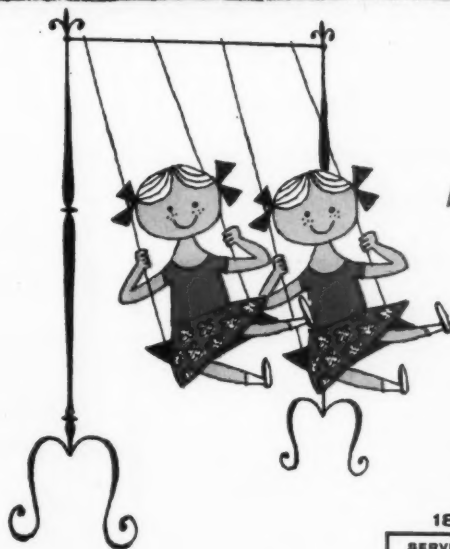
## Not a Freckle's Worth of Difference...

... in the way these kids act ... in the way

Russell-Miller Bakery Flours perform,  
sack after sack.

That's why you can count on  
Russell-Miller high quality Bakery  
Flours for the *same* results ...  
the *best* results ... *everytime!*  
Another word for it is ...

*Uniformity*



## RUSSELL-MILLER Bakery Flours

Minneapolis 15, Minnesota

Millers of superb Bakery Flours including  
OCCIDENT, PRODUCER, SWEET LOAF, SWEET LOAF  
SPECIAL, EACO, SUNBURST, GOLD HEART,  
KYROL, OCCIDENT 100% WHOLE WHEAT,  
POWERFUL, BALTIC, AMERICAN BEAUTY SPECIAL,  
AMERICAN BEAUTY CAKE, ROYAL PATENT  
and WHITE SPRAY.



## Minnesota Bakers Council Charts New Year; Lauded by AIB's Ellen Semrow

MINNEAPOLIS—Nearly 75 members of the Minnesota Bakers Council and guests of the council gathered in the Leamington Hotel here Sept. 10 for the first annual fall membership meeting. The membership heard a progress report on the activities of the council during the past year, and heard Mrs. Ellen Semrow, director of the consumers service department of the American Institute

of Baking, Chicago, speak on the importance of the "grass roots" activity as an adjunct to national publicity and promotion campaigns on behalf of the baking industry.

The Minnesota Bakers Council was formed over a year ago by bakers and allied tradesmen in the states of Minnesota, Wisconsin and the Dakotas to provide this service—the dissemination of AIB material and

other educational information to educators, nutritionists, home economists, doctors and dentists who might not otherwise be exposed to the material, pointing out the many advantages of enriched bread and other bakery products in the diet of their students and clients.

The program also included reports by John J. Ahern, Jr., Rap-In-Wax Paper Co., Minneapolis, and E. R. Booth, Regan Bros. Co., Minneapolis, co-chairmen of the council. George J. Emrich, Emrich Baking Co., Minneapolis, treasurer of the group, gave the financial report which showed

that the council is financially able to take on its extensive fall promotion which will involve the expenditure of more than \$2,000 in the state.

Graham McGuire, Lakeland Bakeries, Inc., St. Cloud, one of the founders of the Minnesota Bakers Council, introduced Mrs. Semrow. She acknowledged that each baker had an advertising and sales promotional program, local in nature. This campaign, when coupled with the support the allied trades organizations lend in advertising campaigns at a national level, makes up a single business formula which results in market improvement.

# The Wafer With The Warranty That Protects YOU

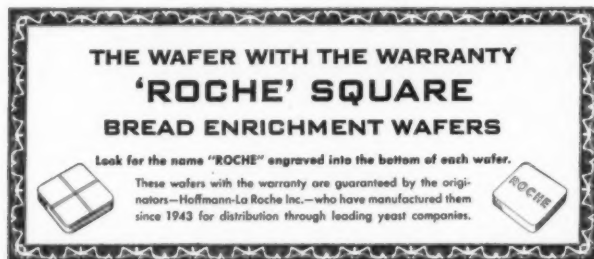
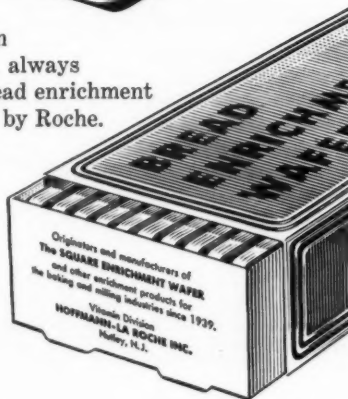


Only Roche makes it.  
It's SQUARE.  
Roche originated it.  
Roche guarantees it.



Roche engraves the name 'Roche' on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.

Roche identifies each box of genuine 'Roche' square wafers with the name 'Roche' on each end of every box



Roche packs this printed warranty in each box of genuine 'Roche' square wafers

### The 'Roche' Square bread enrichment "Wafer with the Warranty" guarantees:



1. Assured Potency. When 'Roche' Square Wafers are used as directed, your white bread and rolls will meet every enrichment standard. Why take chances? Be sure with 'Roche' Square Wafers.



2. Quick, Complete Disintegration. Just mix with water in yeast emulsifier.



3. Super-Thorough Diffusion. Flour-fine particles insure uniform distribution throughout each loaf.



4. Finer, More Buoyant Particles. 'Roche' Square wafers dissolve into thousands of particles, give you longer suspension in solution.



5. Clean, Even Break. 'Roche' Square wafers break clean into halves and quarters, for odd-sized doughs.

• Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today:

VITAMIN DIVISION

• HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY

### "Something Missing"

Mrs. Semrow asked if this formula was enough for the long haul, and answered her own question by indicating that "there is something missing in this formula."

"That something is an important ingredient to each of you regardless of your sales volume and your present market, because everyone here wants to increase the demand for his own bakery foods. Each is limited by the total market demand. No matter how hard you fight for your share, you cannot increase materially sales volume unless there is a growing demand for bakery foods.

"In speaking of this missing ingredient, I want to develop for you a formula that works—I know it works, you know it works because you and I have watched it in action. It is product promotion."

Mrs. Semrow then compared the economic structure and fund raising potentials of the dairy industry as opposed to the baking industry, paying tribute to the formula used by the dairy industry for promotion for nearly 40 years. Mrs. Semrow pointed out that the dairy industry has been singularly successful in product promotion with 90 local units employing 150 home economists and nutritionists who do nothing but work to sell the idea that every man, woman and child should have at least three glasses of milk a day. She referred to the several slogans used by the National Dairy Council, and said that these slogans have caught on because behind each slogan is a constant educational effort putting those meanings into the minds of the public.

"As a result of these activities, teachers sing the praises of dairy foods, nutritionists extol their nutritive values, dietitians urge further consumption, food editors give these foods a big play, and the U.S. Department of Agriculture participates in promoting consumption." Mrs. Semrow said that the program is

**Super Chief**

High Protein Flour

**GREEN'S MILLING CO.**

Morris, Minn.

**Moore-Lowry Flour Mills Co.**

Kansas City, Mo.

**PRECISION-MILLED FLOURS**

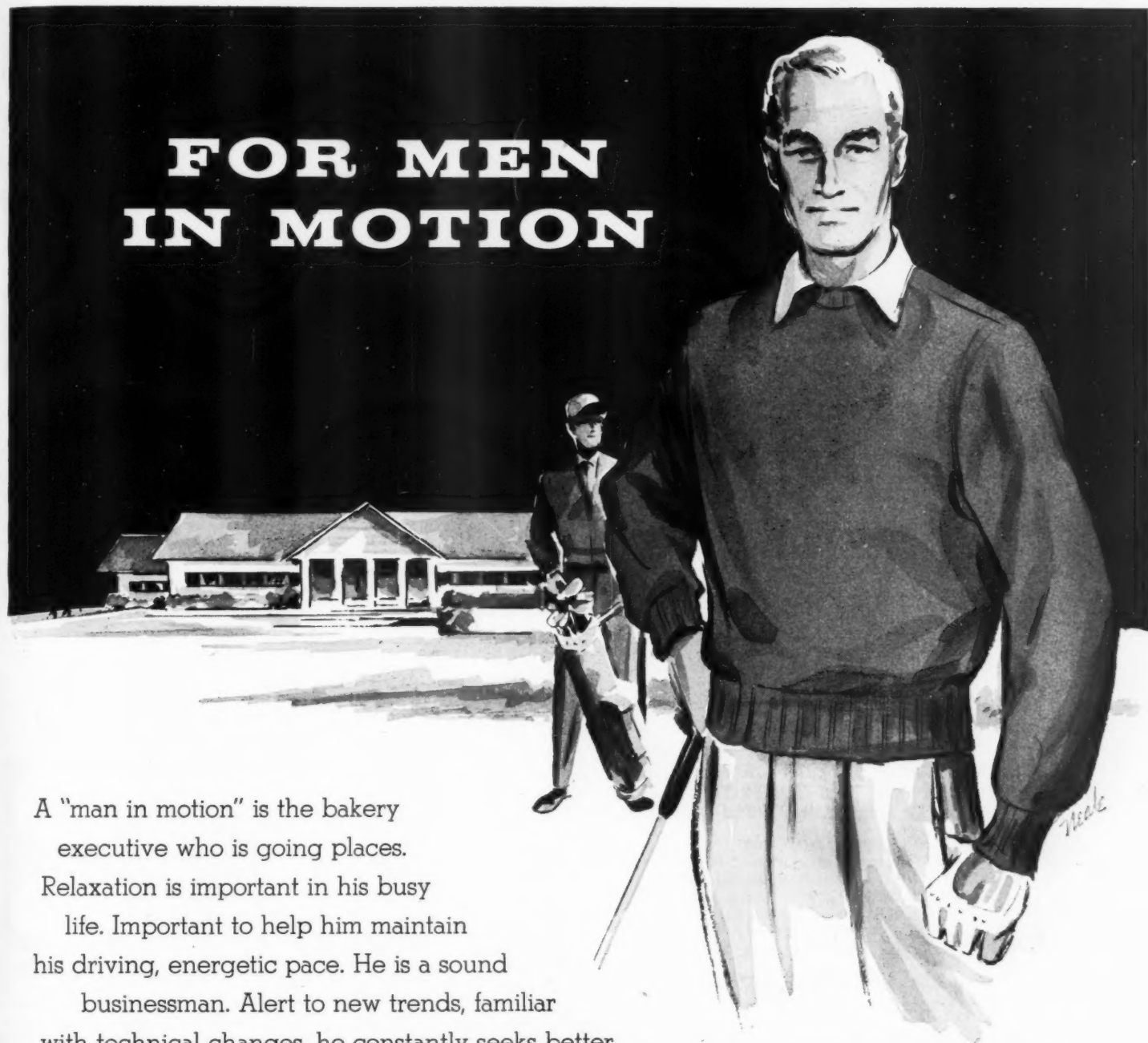
**Quality Millers Since 1879**

**BUFFALO FLOUR**

**THE WILLIS NORTON COMPANY**  
WICHITA, KANSAS



# FOR MEN IN MOTION



A "man in motion" is the bakery executive who is going places. Relaxation is important in his busy life. Important to help him maintain his driving, energetic pace. He is a sound businessman. Alert to new trends, familiar with technical changes, he constantly seeks better

methods, new product and sales ideas. He is confident because quality ingredients back him up all the way. The "man in motion" knows that for top-quality, uniform baking, he can depend upon Drinkwater Flour.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER  
FLOUR FOR MORE YEARS THAN ANY OTHER BRAND



## DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

## To-Day's MODERN BULK FLOUR MILL



WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

**The WESTERN STAR MILL CO.**  
SALINA, KANSAS

**111 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



**HUMMER**—Spring Hi-Gluten  
**LIBERTY**—Short Spring Patent  
**BEST PATENT**—Standard Spring Patent  
**SPECIAL**—Extra Strong Spring Patent  
**STRONG BAKERS**—First Spring Clear  
**CAKE and PASTRY FLOURS**  
**RYE**—White - Medium - Dark

**GEORGE URBAN MILLING CO. BUFFALO, N.Y.**



**BAKERS' COUNCIL ACTIVITY**—The map of Minnesota in the above illustration is studded with 210 dots, representing cities requesting educational material on baked foods through the activity of the Minnesota Bakers Council, working in cooperation with the American Institute of Baking, Chicago. Shown above, left to right, are John J. Ahern, Jr., Rap-In-Wax Paper Co., Minneapolis, and E. R. Booth, Regan Bros. Co., Minneapolis, co-chairmen of the council, pointing out locations which are expected to take large parts of the 6,000 pieces of AIB material now being paid for and distributed by the council. Mrs. Ellen Semrow, director of the consumer service department of the AIB, right, was the featured speaker at the first fall membership meeting of the Minnesota Bakers Council, held at the Hotel Leamington, Minneapolis, Sept. 10. The map and other charts were used by George S. Pillsbury, Pillsbury Mills, Inc., in describing the accomplishments of the council in its first year.

financed by everyone concerned with the bringing of milk and dairy foods to market and makes available about 7 million dollars a year for the support of a "tremendous network which has only ideas to sell—ideas that dairy foods are good for you and should be used every day."

"Contrast the financing of the dairy program with that of the baking industry," Mrs. Semrow said. "Our funds are raised by subscriptions to the Bakers of America Program. The present methods and rates for fund raising make available about \$600,000 a year for supporting a program of advertising to the medical profession, merchandising to the baker, and product promotion to the consumer." Mrs. Semrow mentioned that her consumer service department of the institute currently is allotted \$325,000 a year. "Carrying out our

industry's promotion program are 14 professional women," Mrs. Semrow said. "Contrast that number with the 150 of the dairy council—it is less than 10%." Mrs. Semrow then reviewed the many educational materials available from the American

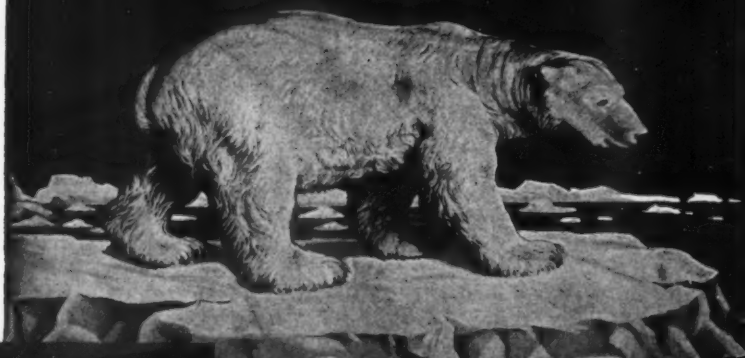
**FLOUR**

is your prime ingredient! That's why it pays to buy the dependable & master milled by

**J. J. Jennison Co.**  
A World of Quality and Service

576 Grain Exchange, Minneapolis 15, Minn.  
Telephone Federal 2-8637  
MILLS AT APPLETON, MINNESOTA

## POLAR BEAR FLOUR IS KING



We have always milled **POLAR BEAR** flour on the principle of giving our customers the finest in baking quality. On this basis we have built a record of more than half a century of top performance in dozens of America's leading bakeries. You will find **POLAR BEAR** always a quality leader.

FOUNDED BY  
ANDREW J. HUNT-1899

**Good Bread is the product of perfect fermentation**

ANHEUSER-BUSCH, INC.  
Bakery Products Division, St. Louis



Institute of Baking and the functions of the economists' work with educators and others to promote the goodness and value of bread and baked products.

Mrs. Semrow paid tribute to those who have contributed their time and enthusiasm to organize the various council programs throughout the country.

"At long last—and about 25 years overdue—the industry appears to be on its way to using the missing ingredient in the formula that works for an industry such as ours—tying in to product promotion efforts at a local or state level. Further, it is our

only means of raising supplementary funds so that bakers can reach enough people often enough to get the sales impetus needed for growth."

George S. Pillsbury, Pillsbury Mills, Inc., Minneapolis, was the council's spokesman before the fall membership meeting in pointing out what the bakers council had done since its inception a year ago, "when about a dozen bakers and allied men sat down to lunch and decided that something should be done about the declining consumption of baked foods."

Mr. Pillsbury said the Minnesota Bakers Council was lucky in that "it

has a really important story to tell—the importance of bread and other baked foods in our everyday diet and their nutritional value in producing healthier citizens and, second, the council had at its disposal the facilities of the industry groups such as the American Institute of Baking and the Bakers of America Program.

"We knew all segments of the baking industry and the allied trades would work together to promote the consumption of baked foods and specifically bread as a symbol of all wheat flour foods, and we knew we would have to confine our approach

to projects that would not exhaust our limited funds, but would take advantage of our members' willingness to give a little of their extra time to this important task," Mr. Pillsbury said. The basic aim of the council, Mr. Pillsbury pointed out, is to reach educators, doctors, dentists, nutritionists and people who have a genuine concern with education, leaders who will influence the buying and eating habits of today's and tomorrow's customers. The motto, "Better Nutrition Through Education," expresses this goal, he pointed out.

Mr. Pillsbury gave a progress report of what the Minnesota Bakers Council has accomplished in its first year of working together. He noted that the roster for 1957 includes over 200 active members.

The council has distributed 10,000 bumper stickers with the message "Better Health Begins With Bread."

The council distributed nearly 13,000 copies of the "Eat and Grow Slim" booklet to doctors throughout the state of Minnesota. These requests are still coming in and the council will be able to fill them with the new edition of "Eat and Grow Slim."

An educational mailing to the dentists of the state was carried out with the cooperation of the Bakers of America Program. The council's members contacted in person 200 nutritionists in hospitals, schools, county offices and radio and TV stations. These thought leaders ordered thousands of such AIB publications as Toast Talk, Bread in the Making, Enriched Bread, Score With Breakfast, various teachers' guides, the "Wheel of Good Eating" and other educational materials.

Requests to the American Institute of Baking from Minnesota educators during the usually slack summer months show that teaching materials are desired in 210 cities, villages and towns throughout the state.

"The responses are especially significant because June, July and August are vacation months for teachers," Mr. Pillsbury pointed out.

He noted that 4,775 copies of "Bread in the Making" have gone out to 348 teachers. Mr. Pillsbury said "this is the method by which we reach young children and establish in their minds the importance of sound food habits, and particularly the nutritional value of bread in a sound diet."

In addition, members of the Minnesota Bakers Council have cleared the way for a series of three articles by Dr. William Bradley of the AIB to appear in the Journal of the Minnesota Medical Assn. this fall.

With Bakers...

Fleischmann  
is first

Consult your Fleischmann  
man about the additional  
benefits you can get—  
in Merchandising aid and  
Production help



### Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.  
DANVILLE P. O. Astoria WISCONSIN

### HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

### Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising  
LIGONIER, IND.

# the **KEY** to bakery profits...

## **A PREFERRED PRODUCT opens the door to increased sales!**

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.



**Town Crier  
flour**

UNIFORMLY MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY  
NORTH KANSAS CITY, MO.**

Be Proud of Your Job,  
as We Are of Ours, for

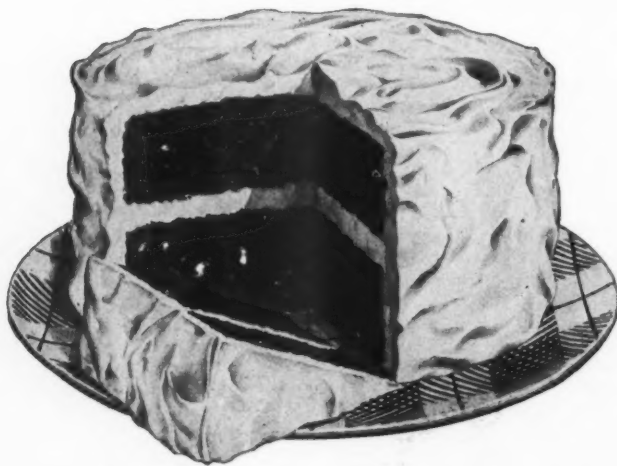
**"Bread is the  
Staff of Life"**



GIBRALTAR  
Flour

KANSAS BEST  
Flour

**The Consolidated Flour Mills Co.**  
"In the Heart of Kansas"  
Wichita, Kansas



*Masterpieces*

are produced by the cake baker only when the soft wheat flour is top quality, uniformly milled to exacting specifications. Flour Mills of America mills such flour only after exhaustive pre-testing!

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KANSAS CITY • ST. LOUIS • ALVA • ROSEDALE

## 500 Attend Annual Orphans' Outing

CHICAGO—Approximately 500 children of all races and religions were guests of the Bakers Club of Chicago recently at the 1957 annual Orphans Outing at Kiddytown Park. The attendance totaled almost 200 more children than the initial outing several years ago.

Members of the Bakers Club and their wives and friends prepared a luncheon which included a variety of baked foods, ice cream, candy and refreshments.

The staff at Kiddytown, headed by Morton Fink, cooperated by operating the various rides for the benefit of the children. With cash donations and gifts of food, members of the Bakers Club escorted the children and made certain each was given some personal attention.

Otto L. Bergt, Metz Bakeries, chairman, was absent due to illness. His daughters represented him at the outing. Others who assisted were: James T. Anderson, International Milling Co.; Jack Betka, Dow Corning Corp., and his wife and son; Walter M. Christensen, National Yeast Corp., and his wife; Joseph J. Donzelli, Donz Bakeries; Stuart L. Feuer, Lake Shore Products; Arthur H. Gardner, Standard Brands, Inc.; Joseph R. Janos, Durkee Famous Foods; Fred M. Jensen, J. T. Shuffittowski Co.; Robert M. Martin, Ekco Engineering Co., and his wife, all of Chicago.

Also assisting were: N. G. Anderson, Bay State Milling Co., and his wife; Charles H. Barthel, Brolite Co.; A. L. Beaver, HumKo Co., his wife and daughter; E. J. Burke, E. J. Burke & Co., and his son; Joe Cohen, Joe Cohen & Co., and his son; Archie T. Downie, W. E. Long Co., Independent Bakers Coop.; Willard H. Geller, John R. Thompson Co.; William L. Grewe, retired; Norman R. Jenkins, Standard Brands, Inc.; Earl G. Johnson, Wagner Baking Corp., his wife, daughter, and son; S. Harry Keller, Keller & Co.; Edmund Kutchins, New Process Baking Co., president of the Bakers Club of Chicago; Edward E. Melton, Commander-Larabee Milling Co., and his son; Milton J. Sabbath, Bes-Tex Foods Corp.; Jerome M. Schulman, Stuart Hale Co., and his daughter; Carl W. Sippel, Crown Zellerbach Corp.; Mrs. Frankie A. Trochim, P. G. Baking Co.; L. Nick Wheeler, Bakers Review, all of Chicago; Ray Greenleaf, Burgess Flour Co., Oak Park, Ill.; John M. Searles, Pillsbury Mills, Inc., Davenport, Iowa; and John E. Tierney, Pep-

peridge Farm, Inc., Downers Grove, Ill.

Joseph J. Donzelli, Donz Bakeries Co., was named honorary chairman of the annual outing by the board of directors. Four years ago Mr. Donzelli conceived the idea for the outing, at which time the first one drew 300 children. In appointing Mr. Donzelli honorary chairman, directors reviewed the long period of service he has given to the event and to its planning and execution.

—BREAD IS THE STAFF OF LIFE—

## Baking Standards, Equipment Groups Plan Meetings

CHICAGO—A schedule of meetings has been arranged for members of the Baking Industry Sanitation Standards Committee and the Bakery Equipment Manufacturers Assn. during the American Bakers Assn. convention in Chicago Oct. 19-23. The joint ABA-BEMA expositions committee meeting will be held the morning of Tuesday, Oct. 22, beginning at 10 a.m.

All sessions listed will be held at the Hotel Sherman:

**Baking Industry Sanitation Standards Committee: Sanitarians—Thursday, Oct. 17, 7:30 to 9 p.m., Orchid Room; General Meetings—Friday and Saturday, Oct. 18-19, 10 a.m. to 5 p.m., Louis XVI Room; Task Committees—Friday and Saturday, Oct. 18-19, 10 a.m. to 5 p.m., Gold Coast, Orchid, Holiday, and Polo Rooms; Board of Directors—Friday, Oct. 18, 5 p.m., BISSC Headquarters Suite.**

**Bakery Equipment Manufacturers Assn.: Board of Directors—Sunday, Oct. 20, 10 a.m., BEMA Headquarters Suite; Association's Fall Meeting—Sunday, Oct. 20, reception, noon, Ruby Room; luncheon and business session, 12:30-4 p.m., Gold Room.**

**Dependable Spring Wheat Flour**

**CORNER STONE ★ OLD GLORY**

**CHIEFTAIN ★ GOODHUE**

*Bulk or Sack Loading*

**LA GRANGE MILLS**

**RED WING, MINNESOTA**

**Centennial MILLS, INC.**

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

4,500,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL, ONE OF  
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND





Harry E. Meyn

### Harry E. Meyn Elected Vice President of Interstate Bakeries

KANSAS CITY, MO. — Harry E. Meyn, who started as an office clerk with Interstate Bakeries Corp. 26 years ago, has been elected a vice president.

In making the announcement following a directors' meeting in Los Angeles, R. L. Nafziger, chairman of the board and chief executive officer, said Mr. Meyn would direct the bread operations in the company's 22 bakeries and 114 sales branches from the general offices in Kansas City, Mo.

Mr. Nafziger said Mr. Meyn's appointment was in accordance with Interstate's policy of advancing men from within the organization. Mr. Meyn, who is 46 years old and lives in Mission Woods, Kansas, started work with Interstate as a file clerk. In his second year with the company he became cashier and assistant office manager of the Kansas City bread plant and in 1935 was transferred to Omaha as office manager.

A sales job on a bread route opened and Mr. Meyn asked for it. He advanced steadily in the sales department and in 1944 became manager of the Omaha plant, a position he held for three years. He then returned to the general offices in Kansas City, first as eastern sales manager of the bread division and later as general sales manager for the organization. He is married and has two sons, William, 16, and Peter, 13.

Interstate bread and cake sales last

year totaled \$106,379,091, placing the company fifth among the major bakeries.

Butternut bread is the brand name of Interstate in Chicago, Kansas City, Omaha, Grand Rapids, Des Moines, Peoria and Springfield (Ill.); Mrs. Karl's is the brand name in Milwaukee; Blue Seal and Butternut bread are the brand names in Cincinnati and Buffalo; Webers' in San Diego, Long Beach, Glendale, Santa Ana, Santa Barbara and El Centro; Log Cabin, Weber's and Four-S in Los Angeles; and Blue Seal in Oakland, San Francisco and Sacramento.

### Bakery Figure Dies

KANSAS CITY — Mrs. Minnie J. Westerdahl, 95, former bakery owner, died at her home here recently. She was born in Gothenberg, Sweden, and had lived in greater Kansas City since 1890. With her husband, the late H. J. Westerdahl, she operated the Westerdahl Swedish Bakery, formerly at 705 West 23rd St.

Mrs. Westerdahl was well known in bakery circles for her introduction of Swedish bread and other bakery goods. She was a member of several fraternal organizations asso-

ciated with the baking industry throughout most of the Midwest.

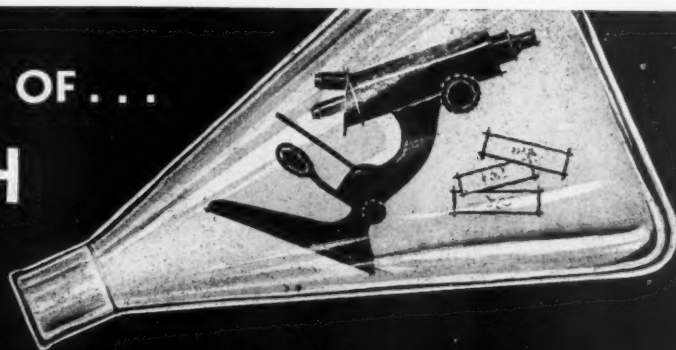
She is survived by two daughters, three sons, one sister, nine grandchildren and six great-grandchildren.

### SALES APPOINTMENT

NEW YORK — Stein Hall & Co., Inc., has announced the appointment of Eugene Thompson as general sales representative to its Chicago branch office. Mr. Thompson, prior to his new appointment, was a general salesman for the company's New York branch and covered the Manhattan and Hudson Valley areas.

## THE RESULTS OF ... RESEARCH

- ★ QUALITY
- ★ ECONOMY
- ★ CONSISTENCY



THE NEWEST  
NO WEEP  
NO SLIP  
MERINGUE STABILIZER



THE NEWEST  
OVEN TESTED  
JELLY BASES



TIME TESTED AND  
PROVEN  
FLAVOR BASES



INTERNATIONALLY  
FAMOUS  
CRAMORE CRYSTALS



a most valuable, comprehensive  
and unique perpetual formula book  
filled with ...  
THE RESULTS OF RESEARCH

**CRAMORE FRUIT PRODUCTS, INC.** POINT PLEASANT BEACH, N. J.

### CRAMORES ANNOUNCE NEW PRODUCTS — PROVEN IN ACTUAL PRODUCTION!

After 20 successful years of serving the institutional field ... CRAMORES announce a special national program to promote new Quality Bakery Products ... which

have been used and proven under actual production conditions by one of the largest wholesale bakery chains in the midwest.

Bakery Brokers, Suppliers and Dealers inquiries invited.

### DAVID HARUM BAKERS FLOUR

From Nebraska's  
Choice Winter Wheat

LEXINGTON MILL & ELEV. CO.  
LEXINGTON, NEBRASKA

### SLOGAN SPECIAL

The Quality Bakers Flour

Oklahoma Flour Mills Co.

KLING, OKLAHOMA

### RUNCIMAN MILLING CO.

Successors to JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST

MICHIGAN SOFT WHEAT FLOURS

Plain and Self-Rising

IONIA, MICH. PHONE 65

Since 1856

## WHAT SELLS BAKED FOODS?

(No. 2 in a series)

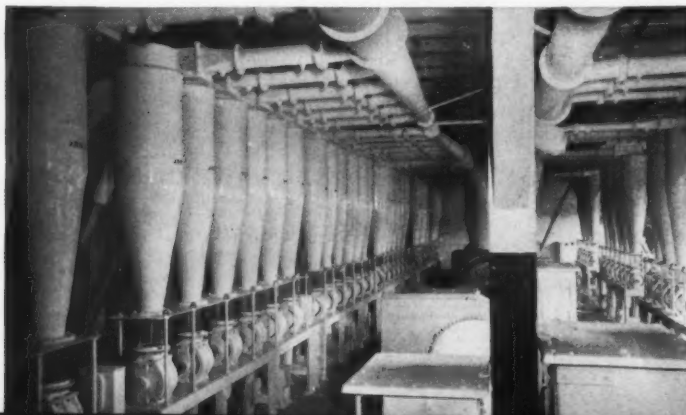
# IT TAKES OLD-FASHIONED SKILLS AND ULTRA-MODERN EQUIPMENT

to mill, grade, process and distribute Pillsbury Flours

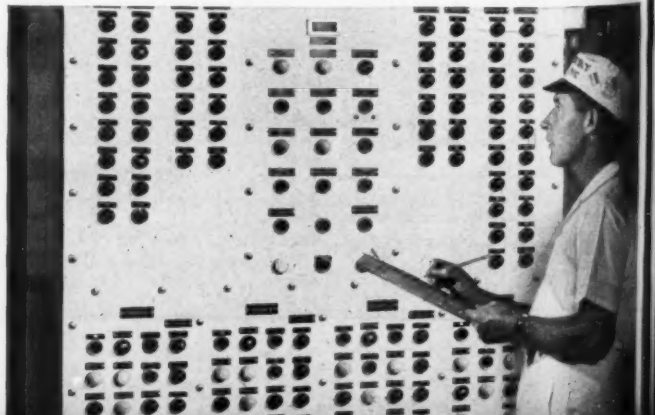


**EVEN X-RAYS** find their important place in an ultra-modern Pillsbury Mill. This equipment is used to probe to the heart of wheat shipments, assure the soundness of the raw material. Years ago a miller could grind wheat into flour with relatively simple equipment. But, today, modern bakers require flour milled to close specifications. The uniform production of such flour depends on extensive scientific tests and controls—the kind of research that has become standard practice at Pillsbury.

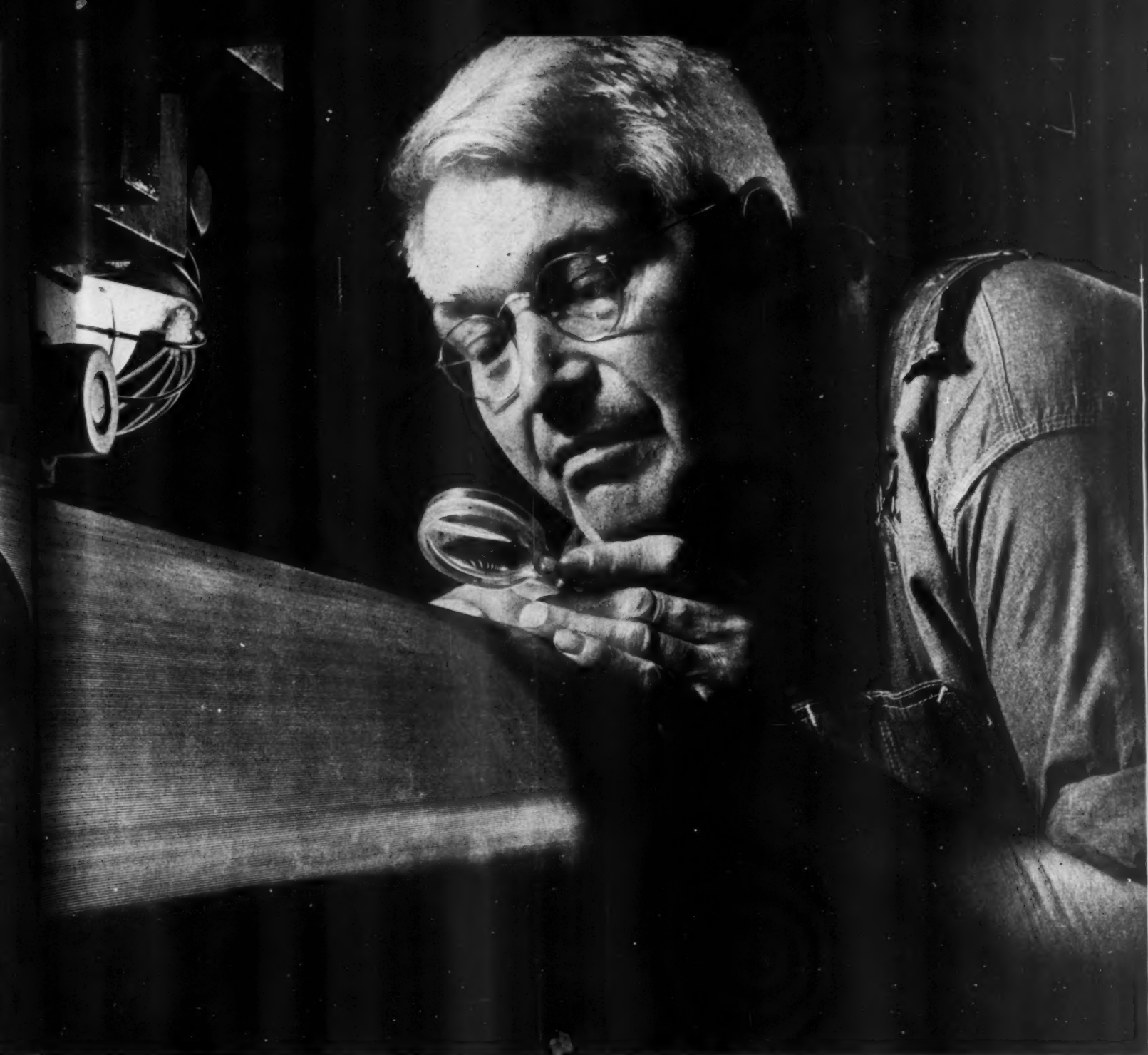
**PNEUMATIC CONVEYOR SYSTEMS** like this are modern replacements for the old "elevator" method of moving grain and grain products through the mill. The products literally ride on air as they are carried from one process to another. Every step of the way all factors are controlled to guard Pillsbury quality and uniformity.



**AUTOMATION AT WORK!** This engineer is reading the many instruments essential to process control. Sensitive measurements are taken at each critical stage of the transformation of various wheats into individual flours, each with its pre-determined specifications . . . each designed for specific baking use.



PILLSB  
wheat  
as the  
matic i  
its kind



**THE PATIENCE AND SKILL** of experienced craftsmen are still required in the modern flour mill. Even in an age of electronic marvels, there is no substitute for the practiced know-how of the Master Miller. Here a Pillsbury craftsman prepares — with exacting accuracy—a grinding surface on a mill roller. Skill like this—plus science—assures Pillsbury quality.

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rmined

**PILLSBURY PLANT** at Springfield, Illinois is one of 9 where carefully selected wheat is processed. At Springfield, quality bakery flours are produced, as well as the famous Pillsbury Bakery Mixes and Bases. Almost completely automatic in operation, this Springfield mix plant is one of the most modern of its kind in the world. Rigid quality control is exercised by constant testing.



*Your Partner in Building Sales*

PILLSBURY MILLS, INC., MINNEAPOLIS 2, MINNESOTA



## "Golden Loaf" FLOUR



Milled from choice spring wheat under modern laboratory supervision for particular bakers—aged—aerated—bulk or sack loading.

*In Business for 56 Years*

**TENNANT & HOYT CO.**  
LAKE CITY, MINNESOTA

## Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

## RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

**GLOBE MILLING COMPANY**  
WATERTOWN, WISCONSIN

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

*The*  
**WALL-ROGALSKY MILLING CO.**  
MEPHERSON, KANSAS

## Sanitation Show To Feature Key Baking Leaders

CHICAGO—Prominent specialists from the baking, sanitation, milling and engineering industries will play key roles in the 2nd annual Sanitation Maintenance Show & Conference at Navy Pier in Chicago Oct. 14-16. Among them will be Dr. Parker Pierce, director of sanitation for Arnold Bakeries, Inc., Port Chester, N.Y. Dr. Pierce will be chairman at a joint meeting of the mill and bakery division of the Institute of Sanitation Management and the National Association of Bakery Sanitarians at the Hotel Morrison Oct. 15.

Others who will participate include Paul S. McSpadden, Commander-Larabee Milling Co., Minneapolis, who will speak on mill sanitation; W. S. Essex, director of sanitation, General Baking Co., New York; Duard Enoch, Interstate Bakeries, Kansas City, who will speak on the topic "Visual Training Aids for In-Plant Personnel;" John Wayt, vice president, American Bakeries, Chicago, whose topic will be "Product Zone Cleaning of Production Equipment;" Dr. Harry E. Goresline, associate scientific director, Quartermaster Food & Container Institute, Chicago, who will speak on the sanitation aspects of packaging; Ray W. Schultz, sanitation director, Armour & Co., Chicago. Mark D. Hollis, assistant surgeon general, U.S. Public Health Service, will discuss "Government Looks at Sanitation."

Prescott Lloyd, former president, Association of Food Industry Sanitarians, will take part in the inaugural ceremonies of the Institute of Sanitation Management.

Among the numerous exhibitors at the show and conference will be Procter & Gamble.

A large and diversified set of exhibits and conferences will be available for three days.

Visitors will be able to examine latest developments and techniques offered by manufacturers of all kinds of products and equipment in the field from scaffolding to deodorants, industrial wipers, soaps and detergents. The show is the only one designed particularly for the end-user-buyer of sanitation and building maintenance equipment. Executives from industrial plants, schools, hospitals, offices, commercial buildings, transport facilities, food plants, restaurants and all those who are practitioners of industrial sanitation—are expected to attend.

Five separate conference sessions will run concurrently.

J. Lloyd Barron, director of sanitation for National Biscuit Co., is program chairman, and with Dr. Pierce, has set up the conferences to represent the diverse phases and problems of the building and sanitation

## IOWA FIRM EXHIBITS AT FOOD FAIR

WATERLOO, IOWA—The Alstadt & Langlas Baking Co., Waterloo, Iowa, exhibited samples of its soy loaf at the International Food Fair in Cologne, Germany, Sept. 28-Oct. 6. The Food Fair had exhibits from at least 28 countries and was expected to draw an attendance of approximately 300,000 persons. A German baker in Cologne used the Alstadt & Langlas soy loaf formula and soy flour from America to bake sufficient loaves to serve sandwiches to visitors at the fair. The Iowa firm sent printed cellophane wrappers for the special exhibit, and the American Meat Institute was to furnish meats for filling the soy bread sandwiches, according to Charles E. Forsberg, president of Alstadt & Langlas.

tion maintenance field. Two general sessions are specifically concerned with industrial maintenance; two with food plant sanitation problems, and one with institutional maintenance.

Last year's conference set a record as the largest gathering of industrial sanitation and maintenance people ever assembled. Over 560 people attended one session alone. The Show and Conference drew a total attendance of 3,500.

This year's first session Oct. 14 will pass another milestone with the inauguration of the Institute of Sanitation Management. This new organization comes from the merger of two of the Sanitation Maintenance Show's sponsors, the Industrial Sanitation Management Assn. and the Association of Food Industry Sanitarians.

Conferences will be held mornings Oct. 14-16, when there is no conflict with exhibit hours. Exhibits open at 12:30 p.m. daily.

Show management advises that out of town visitors to Chicago for the Show & Conference should find sleeping accommodations available at the Morrison Hotel, where a block of rooms has been set aside for visitors.

BROKERS & DISTRIBUTORS  
WANTED FOR  
NAPPANEE QUALITY

## CORN MEAL

With NAPPANEE MILLING CO.  
NAPPANEE, IND.

**The Choice of the Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER HIGH PROTEIN SPRING WHEAT FLOURS**

**DULUTH UNIVERSAL MILLING CO.**  
Duluth, Minnesota

## The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.  
Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

## WOLCOTT & LINCOLN, Inc.

GRAIN MERCHANTS  
Operating:  
Chicago Great Western Elevator  
Kansas City  
Wolcott & Lincoln Elevator  
Wellington, Kansas  
Main Office: KANSAS CITY, MO.  
Board of Trade Building

**BREAD FLOUR****CAKE FLOUR****RYE FLOUR****SEMOLINA**

**How to solve your  
flour storage problem . . .**

**BEMIS MULTIWALLS**

In Bemis Multiwalls, your flour is well protected and easily identified. Your storage space is utilized to best advantage. Various grades of flour enjoy equally sanitary and convenient handling. Minimum investment in equipment. Bemis Multiwalls can provide the *rough outside* and *smooth inside* surfaces, too, for safer stacking—and faster, cleaner emptying.

**Bemis**



General Offices  
409 Pine St., St. Louis 2, Mo.  
Sales Offices in Principal Cities



# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

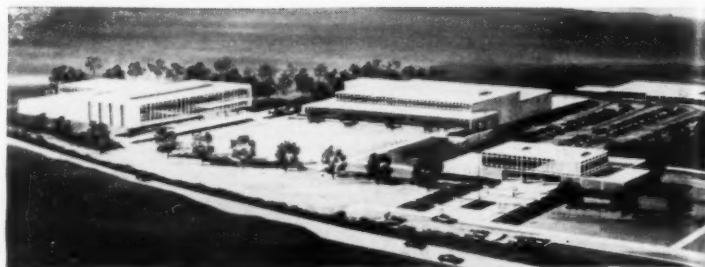
## MOTHER HUBBARD

The leader in Hubbard's  
line of fine spring-  
wheat flours



SINCE 1879

HUBBARD MILLING COMPANY  
MANKATO, MINNESOTA



**NEW TECHNICAL CENTER**—Procter & Gamble's new technical center, shown above, will soon be constructed in northern Cincinnati. It will consist of four buildings arranged campus style on a hillside. Shown left to right are the overseas operations building, foods division building, personnel building, and the service building. Site preparation began late in August. Completion of the technical center is estimated for May, 1959.

### Pabst Joins AIB As Allied Member

CHICAGO — The Pabst Brewing Co., with breweries in Los Angeles, Peoria, Ill., Milwaukee, and Newark, N.J., and a soft drink plant in Long Island City, Long Island, N.Y., has become a member of the American Institute of Baking's allied company list.

As an allied member, Pabst will participate in AIB's sanitation and inspection program.

Louis A. King, Jr., director of the department of bakery sanitation for the institute, said that the first sanitation inspection was made for Pabst in August.

—BREAD IS THE STAFF OF LIFE—

### J. H. Day Company Opens Laboratory

CINCINNATI—The J. H. Day Co., Division of The Cleveland Automatic Machine Co., announces the opening of a larger, more complete customer laboratory service for running product tests which simulate actual full-scale production. An experienced team of technicians, headed by C. F. Augspurger, engineer, will operate the laboratory.

The J. H. Day Co. builds equipment and machinery for a diversified list of process industries, including the baking, food, and chemical industries. Products include mixers, blenders, sifters, tanks, mechanical and air-matic conveying units, and all types of baking machinery.

### National Glaco Opens Dallas Pan Facilities

DALLAS, TEXAS—National Glaco Chemical Corp. has announced that a larger bakery pan sanitation plant, the Glaco Texas Co., is now in operation in the Dallas, Texas, area. Serving the Dallas area since 1954, Glaco Texas moved into larger quarters to meet the increasing demand by bakers for pan cleaning, straightening and silicone glazing service. H. W. Gillespie, president of National Glaco, stated. He said that the most up-to-date equipment has been installed in the new plant to assure bakers fast and efficient service for all their pan sanitation requirements.

National Glaco, a subsidiary of Ekco Products Co., Chicago, has 15 plants throughout the U.S. and Canada offering its bakery sanitation program.

Charles F. Collins, a veteran in the bakery field, is plant manager of the Glaco Texas plant.

Strong, Bakers' Patents

•  
**SPRING PILOT**  
**KANSOTA**  
**KANSAS PILOT**

•  
**ROANOKE CITY MILLS, INC.**

"Finest in the South"  
**ROANOKE VIRGINIA**

QUALITY FROM EVERY ANGLE

PREMIUM  
WHEATS

LABORATORY  
CONTROLLED

**KANSAS  
DIAMOND  
BAKERY  
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IT PAYS TO BUY

# American Flours



**AMERICAN FLOURS, Inc.**

## AACC Section Hears Glenn E. Hargrave

KANSAS CITY — Advice for anyone selling to bakers was contained in a talk on the "Role of a Bakery Serviceman" delivered by Glenn E. Hargrave, the Paninlus Co., before the Kansas City Section of the American Association of Cereal Chemists. About 20 members were present at the Sept. 9 meeting in the President Hotel.

"The duty of a bakery serviceman is to help the baker help himself," Mr. Hargrave said.

When a baker calls a serviceman or a mill trouble-shooter he is really in trouble. Not, Mr. Hargrave said, because there is necessarily anything wrong with the flour or other products he is using, or because he doesn't have the proper production skill, but because he cannot mesh the two properly for what he is trying to make.

Mr. Hargrave made these suggestions to servicemen:

1. "Go to the production man with an attitude that you have come to him to help him make better products and to help him please his boss. If he feels you want to help him, he will give you every cooperation and make

## FRUIT-CHEESE Custard Pie

Deliciously different...  
TAKE ONE HOME TODAY



**NOVEMBER TREAT**—An especially attractive pie with excellent eating qualities has been chosen for Durkee Famous Foods' November promotion in retail bake shops. The Durkee formula gives blending instructions for a light, easy-to-mix cheese custard filling garnished with fruit and topped with toasted coconut. The pie shell is different and easily made with a combination of shortenings to assure a tender, flaky crust. "Fruit Cheese Custard Pie" will be promoted with full-color window banners and self-standing easel cards. Both pieces use a background of rich autumn colors. Free promotion kits with illustrated formula sheets can be obtained from any Durkee representative or by writing to Durkee Famous Foods, 900 Union Commerce Building, Cleveland 14, Ohio.

your job of finding out what is wrong easier.

2. "Try to get the production man to suggest changes by asking him questions, rather than telling him to try this or that thing.

3. "When the problem is corrected, let the production man take credit for the improvement.

4. "Familiarize yourself with all the additives bakers use so that you can pick out possible misuses.

5. "Remember that the average baker today under-ferments, under-hydrates and under-mixes.

6. "Don't take it for granted that production men understand all the laboratory tests and know how to interpret them properly. Explain and explain again.

7. "Be absolutely honest. If your product is not as good as it should be, don't tell the baker that his complaint is unfounded. If there is something wrong with the merchandise, or the customer thinks there is something wrong with it, take it back."

Mr. Hargrave complimented the cereal chemists, saying "tremendous progress has been made in achieving a uniformity of flour in the past 25 years." However, he stressed the need for the chemists to explain the different laboratory data on flour not only to the customers of the mill, but also to mill salesmen so that they can sell the right kind of flour for any given situation. Too often, he said, customers are not able to understand and interpret the laboratory analysis fig-

ures, of which there are many different kinds.

The key to service work, according to Mr. Hargrave, is to have a true desire to help the baker do a better job so that the entire industry can grow.

Another speaker at the meeting was Dr. John A. Johnson, Kansas State College, who went through the "Chemistry of Pre-ferments."

"We are trying to understand what relation pre-ferments have to flavor in bread," Dr. Johnson said. "We think pre-ferments may be used in bread production with good results, but we have a lot of work to do before we will know all the answers."

The chemistry of fermentation is fairly recent, he pointed out, starting with Pasteur. Only 10 years ago two scientists were awarded a Nobel Prize for basic work on the nature of fermentation processes.

Dean Nunn, Sterwin Chemicals Inc., chairman of the section, presided.

## Soft Winter Wheat Flours

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NIGHTINGALE and STAR Patent Flour  
Phone 2131 Frankenmuth, Mich.

## "RUSSELL'S BEST" "AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.  
**RUSSELL MILLING CO., Russell, Kansas**



# KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call . . . Write . . . or Wire to:

**The Quaker Oats Company**  
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California



## ANSWERS TO "DO YOU KNOW?"

Questions on Page 16

1. **True.** This is the most common cause. Overbeating the eggs and sugar may also cause this condition.

2. **True.** It has also been found that wetting the bottoms of the pans with water before placing products such as patty shells, cream slices and napoleons on them helps to decrease shrinkage.

3. **False.** While the original Boston cream pies were made from sponge cake batters, today we find excellent results obtained by the use of rich white or yellow cake mixes. A large variety may be made by using various fillings and toppings.

4. **False.** The same results would not be obtained, taking for granted that no other changes are made. The use of 2nd speed, as a rule, does not mean that the mixing arms move twice as fast as when using low speed. The various makes of machines do not have the same speeds. The shape of the bowls and mixing arms may also vary. At faster speeds the batter heats up more, resulting in the desired volume in a somewhat shorter time.

5. **True.** Usually 3% cornstarch is added. Tricalcium phosphate is sometimes used. When this ingredient is used, about 1% is mixed into the powdered sugar.

6. **False.** The addition of milk solids in a rye bread formula will improve the color of the crust, produce a better flavor and taste. The loaves will remain fresh longer due to the moisture retention of the milk solids.

7. **False.** Cream of tartar alone does not produce carbon dioxide gas. It may have a slight reaction with the alkalinity of the egg whites. It has a strengthening effect on the egg whites, causing them to beat up somewhat firmer. It seems to have a slight bleaching action on the crumb color, and it also causes some inversion of the sugar during baking, improving the keeping qualities of the cakes.

8. **True.** Experiments conducted on this problem showed that the use of about 3% potato flour in the dough produced a crust that was less tough.

9. **False.** Puff paste margarine has a melting point of about 100-115°.

10. **True.** The bread is usually washed right after baking, although in some shops it is washed before being placed in the oven, and again

as soon as it is removed from the oven.

11. **True.** The addition of one No. 10 can of apple sauce to two or three No. 10 cans of crushed pineapple improves the flavor when the pineapple is on the flat or insipid side.

12. **False.** This is a very poor procedure. Over mixing would result in an inferior loaf of bread obtained. The dough should be allowed to ferment longer when mixed too cool.

13. **False.** Corn sugar (dextrose) is about 75% as sweet as cane or beet sugar (sucrose).

14. **False.** It is not possible to produce good sponge cakes using pow-

dered eggs. The drying process seems to impair the beating quality of the eggs.

15. **True.** If they are filled before frying, there is a possibility of the jelly or jam coming out during frying. This will cause the frying fat to become dirty and the sugar in the jelly or jam will burn. The burning of the sugar will give the frying fat an off-odor. It will also turn it dark in color.

16. **True.** Over-mixing causes the almond paste to become oily, producing an unappetizing appearance.

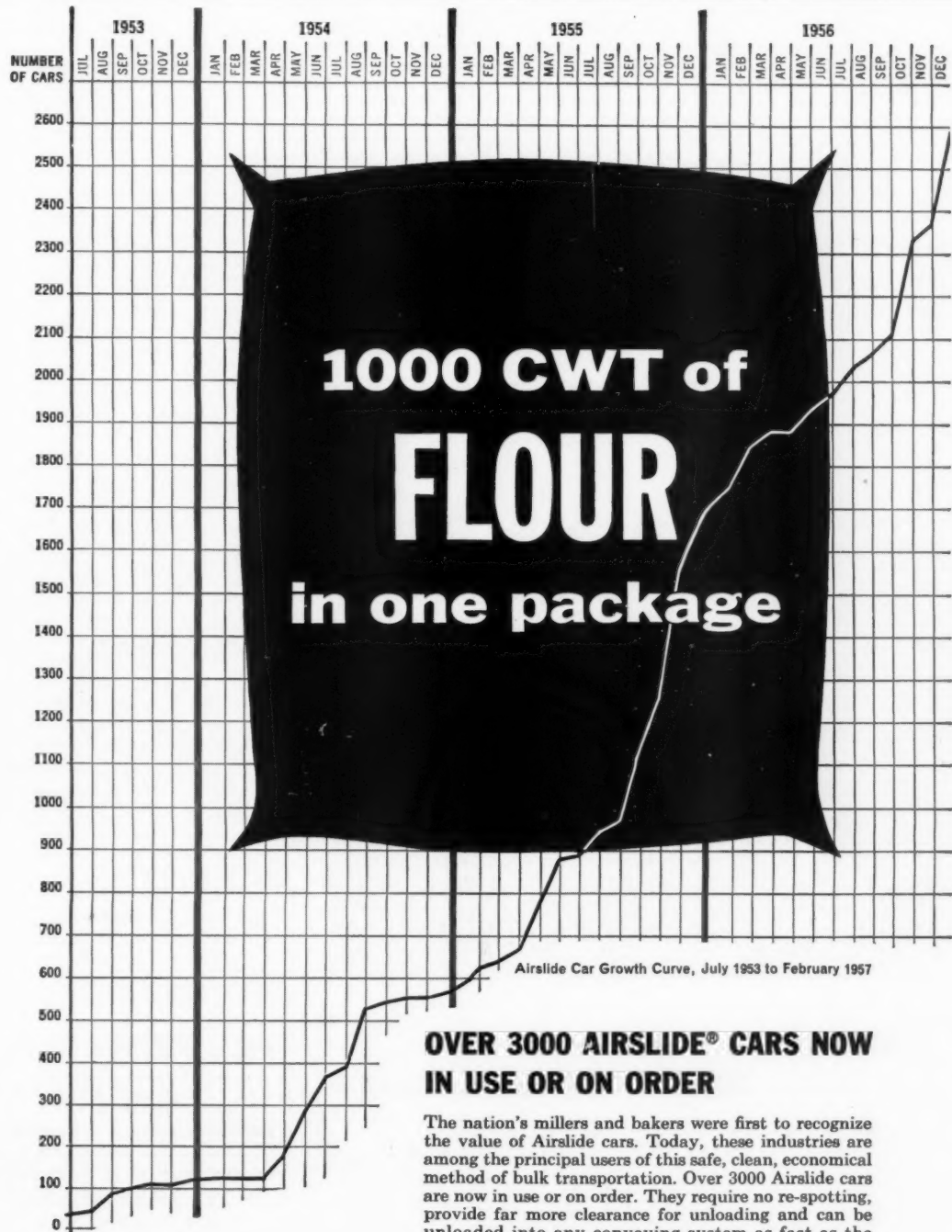
17. **False.** It has been found that the addition of up to four oz. water

to a quart of egg whites will produce a more tender, moist cake. The grain will be closer and the texture will be softer. When the same scaling weight is used, the volume of the baked cakes will be slightly smaller.

18. **True.** These ingredients may be replaced by increasing the egg content in the filling. However, the cost of the filling is increased when this is done.

19. **False.** Under proper conditions the average 1 lb. loaf of white bread will require about 60 min. proof.

20. **True.** This percentage is based on the flour. In some shops as high as 12% is used.



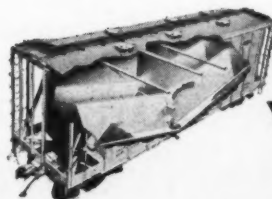
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SPRING... HARD WINTER... SOFT WHEAT

**THE BEARDSTOWN MILLS  
COMPANY**  
BEARDSTOWN, ILLINOIS

**Michigan Soft Wheat Flours**  
Plain or Self Rising  
**VOIGT MILLING CO.**  
GRAND RAPIDS, MICHIGAN

You can make better bread with  
**SUNNY KANSAS Flour**  
**WICHITA**  
Flour Mills, Inc.  
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**CLEAN INTERIOR DESIGN.**



**DESIGN.** All-welded construction provides maximum sanitation and minimum product retention. All hatches and outlets provide a hermetic seal, assuring complete in-transit protection.

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In Principal Cities • Service Plants Throughout The Country





**RETAIL BAKERS WEEK**—National Retail Bakers Week will be observed March 2-8, 1958, and plans are already being made to promote the observance. Key representatives met recently for a planning session. They reviewed the 1957 promotion and generally agreed that bakers who made bakers' week plans in advance were rewarded with increased sales and profits. In the above picture from left to right around the table are: Charles Schupp, Schupp's Pastry Shop, Washington, D.C., ARBA president; Trudy Schurr, secretary; George Chussler, honorary director; J. C. Montgomery, Columbus Show Case

Co.; Jack Eagen, Procter & Gamble, co-chairman for National Retail Bakers Week; Harold Snyder, Baking Industry magazine; Thomas Scheuermann, ARBA field representative; George Seidel, Ad Seidel & Son; James Fay, Champion Machinery Co.; Lloyd Davis, representing Harry Green, Standard Brands, Inc.; W. P. Martin, Weston Oil & Snowdrift Sales Co.; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, National Retail Bakers Week chairman and a director of ARBA. Frank Morris, Russell-Miller Milling Co., was absent from the meeting due to illness.

### Jewish Federation Sponsors Outing

NEW YORK—More than 75 members and guests of the bakers and allied trades division, Federation of Jewish Philanthropies of New York, attended the annual outing recently at the North Shore Country Club, Glen Head, Long Island. Chairman of the outing was I. Herbert Wilson, Moj Products Corp.

Gustave L. Levy, president of the

federation, spoke at the dinner program, as did David M. Levitt, DCA Foods Corp., and Arthur E. Levy, Joe Lowe Corp. Mr. Levy again accepted the chairmanship of the bakers' division federation campaign. He will be assisted by Jack Silverman, Modern Maid Products.

Richard Prince of the Gottfried Baking Co., chairman of the prize committee, presented gifts to everyone and announced that Ken Goldman of National Yeast Corp. shot a 79 to win the Class A low gross and that his name would be inscribed on

the silver cup which was inaugurated last year.

Sam Strisik of S. R. Strisik Co., was the winner of the Class A low net competition with a score of 76. Frank McClymer of Standard Brands, Inc., topped all competitors in the hole-in-one tournament.

—BREAD IS THE STAFF OF LIFE—

### BROKER NAMED

CHICAGO—The Kitchens of Sara Lee, Chicago, has appointed Southern Food Sales, Inc., 339 E. Market St., Greensboro, N.C., as its broker for the general market area of North and South Carolina, it was announced recently by Charles W. Lubin, president of Sara Lee. Southern Food Sales will serve as area representative in the sale of the four Sara Lee fresh frozen baked products—all-butter coffee cake, cream cheese cake, all-butter pound cake, and chocolate cake.

National 2-3344-2-3345

### E. J. BURKE & COMPANY

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Members N. Y. Produce Exchange  
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New England Office: 211 Bryant St., Malden, Mass.

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Domestic and Export  
Flour and Cereal  
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280 Madison Ave. New York

### H. J. GREENBANK & COMPANY

FLOUR

32 BROADWAY, ROOM 613, NEW YORK 4, N. Y.

### J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS

### Oakite Promotes E. L. Carlson

NEW YORK—Edward L. Carlson, advertising manager of Oakite Products, Inc., has been placed in charge of the company's informational efforts in the industrial cleaning and metal finishing fields.

Mr. Carlson, who joined Oakite in 1924 and has served as both copywriter and production manager, was promoted to advertising manager in 1947. In his new capacity he will supervise the company's activities in industrial trade shows and special promotions, as well as trade paper advertising, direct mail, literature, and publicity.

A member for many years of the National Industrial Advertising Association, Mr. Carlson now represents Oakite on the Exhibitors Advisory Council of New York.

### HABEL, ARMBRUSTER & LARSEN CO.

All FLOUR Grades

410-420 N. Western Ave., CHICAGO, ILL.

### GILBERT JACKSON

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"The Clearing House For Clears"

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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 82 Beaver Street, NEW YORK CITY

### SPRING WHEAT FLOURS

### RED WING SPECIAL

### BIXOTA

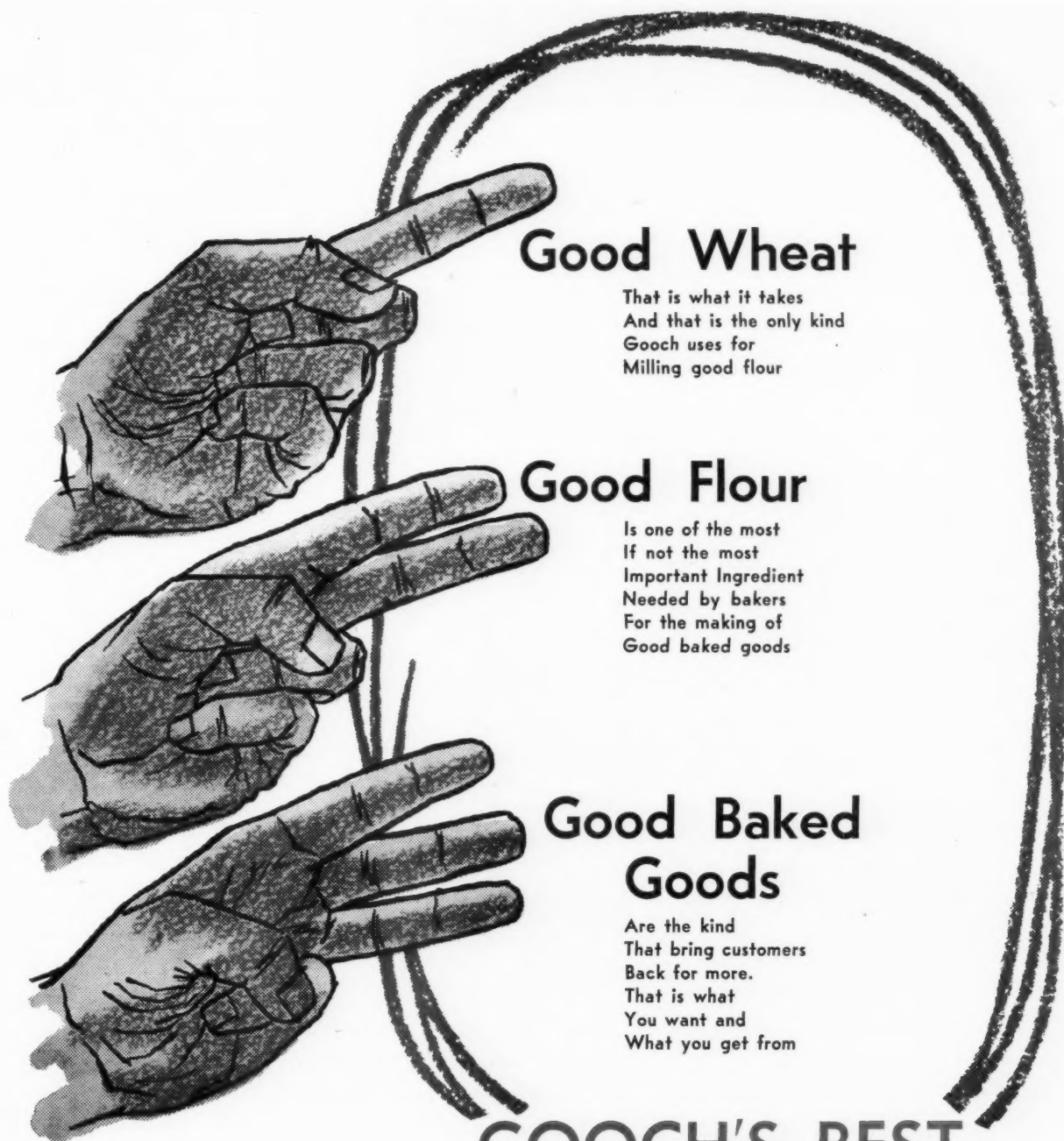
### CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

### THE RED WING MILLING CO.

RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.  
Flour Tested and Baked in Our Own Laboratory.



## Good Wheat

That is what it takes  
And that is the only kind  
Gooch uses for  
Milling good flour

## Good Flour

Is one of the most  
If not the most  
Important Ingredient  
Needed by bakers  
For the making of  
Good baked goods

## Good Baked Goods

Are the kind  
That bring customers  
Back for more.  
That is what  
You want and  
What you get from

# GOOCH'S BEST *Identical Performance* FLOURS

"YOU WILL MAKE YOUR BEST BREAD FROM THE BEST FLOUR"

GOMEC  
Western Wheat Flour  
JUMBO  
High Protein Spring Clear Flour

AKSARBEN  
Spring Wheat Flour  
RYE FLOURS  
Light - Dark - Medium

GOLD-NUGGET  
Spring Clear Flour  
HI-PROTEIN  
Spring Whole Wheat Flour

**GOOCH MILLING & ELEVATOR Co.**  
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.

Elevator Space 4,000,000 Bu.

## Ring the Baker's Doorbell

Tommy's Drive "N" Bakery and Cafe has been opened at 612 Shorter Ave., Rome, Ga.

Regina and Marie Allum have purchased the Pharris Bakery at Gregory, S. D., from Walter Pharris. The firm will now be known as the Gregory Bakery. Mr. Pharris will con-

tinue to operate a bakery at Winner, S. D.

Arnie Liestman, proprietor and baker for the New London (Minn.) Bakery recently announced plans to enlarge his present quarters. Mr. Liestman came to New London five years ago, and some time later con-

structed a modern bakery building. Plans now are to add to the rear of the building and to install additional equipment.

Sweetheart Bakeries has purchased the Beach-Scholtz Baking Co., Casper, Wyo. R. J. McDonald, manager of the Minot, N. D., plant stated that

the Casper plant will be operated as a branch of Sweetheart Bakeries at Billings, Mont.

The owners of Lang's Bakery, 9 East 5th St., Morris, Minn., have announced plans to move to larger quarters on Atlantic Ave., according to Robert Norman, Owner.

Richard Miller, formerly of Minneapolis, has been named manager of the Bismarek, N. D., plant of Eddy's Bakeries.

The Mohall (N.D.) Bakery is now under the management of Mr. and Mrs. Ardale Pyne, who replace Mr. and Mrs. Osman Abraham. Mr. and Mrs. Pyne are formerly of Minot, N. D.

Mr. and Mrs. Leland Hage have again taken over management of the bakery at Halstad, Minn., upon the retirement of Elmer Johnson. Mr. and Mrs. Hage have returned to Halstad from Barnesville, Minn.

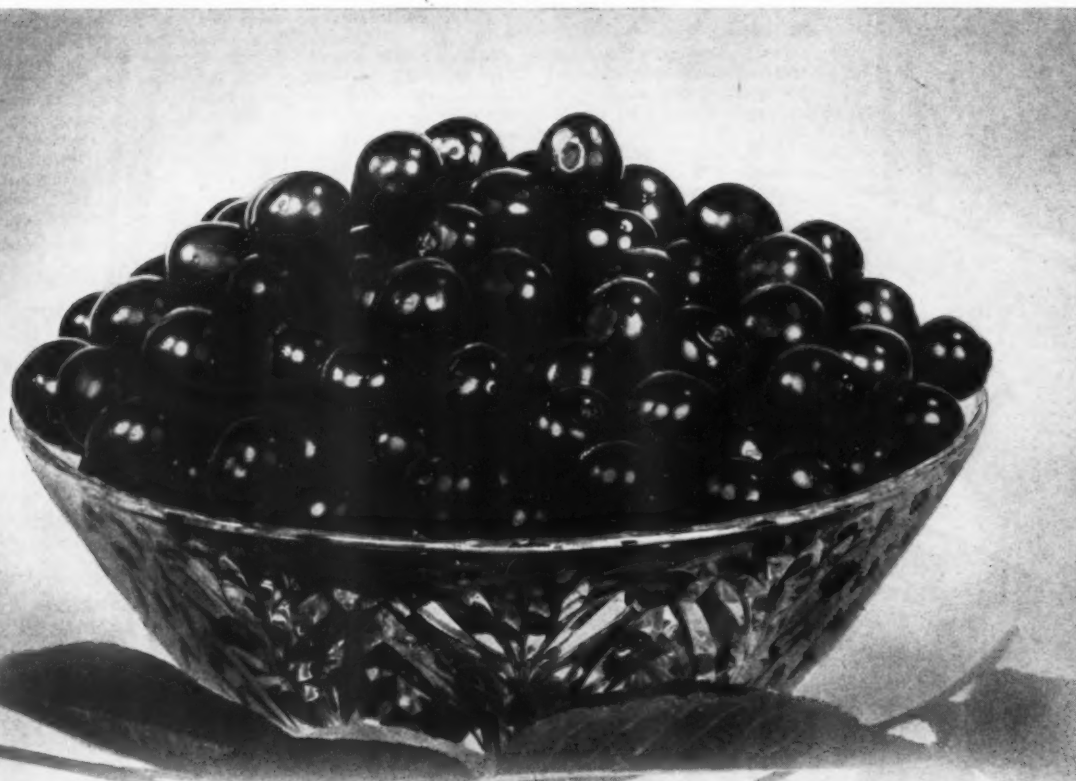
The City Bakery, Poteau, Okla., operated by Ed. Myatt, has closed. The equipment has been sold at auction.

Bach's Bakery, 9 Fifth St., Winter Haven, Fla., has changed hands and will now be operated with a slight change in spelling of the old name. Instead of Bach's it will be known as Boch's Bakery. Mr. and Mrs. Joseph Bockover purchased the bakery from Mr. and Mrs. George Weirbach, who operated it as Bach's Bakery. The Bockovers came to Florida from Kokomo, Ind., where Mr. Bockover served as bakery foreman in the Joy-Ann Bakery for many years.

The Daily Bread Bakery, 2019 Tyler St., Hollywood, Fla., has been opened by Mrs. Elrida Sorondo and Bert Brolin, co-owners, recently arrived from Sweden. The proprietors were both in the baking industry in Stockholm. Mrs. Sorondo operated her own bakery and Mr. Brolin has been in the baking industry in Stockholm and Germany since 1929. All baking will be done on the premises.

Remodeling has been under way at the Hampton Bakery in Cape Girardeau, Mo., to provide an all-glass front and redecoration of the interior at an estimated cost of \$3,000. Bill Hampton, the owner, bought the bakery from the Burger family a year ago and operated it under a lease two years before that. He has been in the bakery business 11 years.

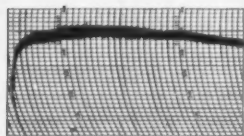
The Central Park Bakery, at Buffalo, N. Y., has been granted articles



"Life is just a bowl of cherries" for the baker who makes his bread with Wytase. It helps to lighten his production load and improves the quality of his bread.

The natural enzymes in Wytase make it easier to catch the dough at its peak of flavor because they extend mixing tolerance. Wytase is an important flavor factor in making bread . . . bread that is good to see—good to eat—a pleasure to sell.

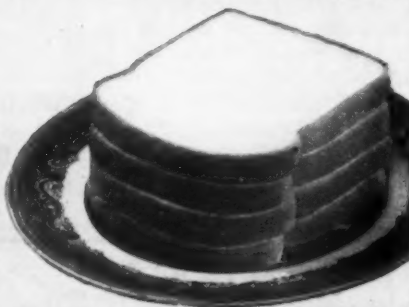
## FLAVORFUL WHITE BREAD



**WYTASE EXTENDS MIXING TOLERANCE**  
Farinograph charts in full size showing Wytase mixing tolerance are available.

made with  
**Wytase**  
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

Quality Flour for Every Need

**Cliff H. Morris & Co.**

42 Beaver Street NEW YORK

**Andrew De Lisser**

**DOMESTIC FLOUR EXPORT**

475 Fifth Ave. New York, N.Y.

**KNIGHTON FOR FLOUR**

NEW YORK BOSTON  
PHILADELPHIA



**BEST WAY  
TO  
ENRICH YOUR FLOUR**



Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, N. Y.  
ENRICHMENT IS OUR BUSINESS

of incorporation with 200 shares. No value of the shares was set in the incorporation papers. The incorporators are Nathan Hovner, Bennett Leader, and Gloria Busmalis.

Anderson's Bakery at 777 Broad St., Providence, R. I., has been closed. The owners will concentrate on baking at their shop at 230 Union Ave., Providence. The company also operates retail sales units at 959 Namquid Drive, Warwick, and at No. 2 Arcade, in downtown Providence. The latter is now being modernized with a new store front.

Riverside Bakeries, Inc., Chattanooga, recently halted operations, according to Mack N. Jordan, Jr., president, following a meeting of the company stockholders.

A new Federal Bake Shop opened its doors recently at 420 State St.,

Schenectady, N. Y., and is under the supervision of its new manager, Donald DePeaux. Mr. DePeaux was manager of the Federal Bake Shop, Burlington, Vt., prior to his new appointment.

A \$7,000 addition will be built by owners Richard and Gordon Kutz of the Old River Road Bakery, Wilkes-Barre, Pa. The new addition will be a one-story cinder block structure.

Albert J. Korzen has been made manager of bakery production at Weybosset Pure Food Markets, Providence, R. I., succeeding George Monast.

Donut Specialties, Inc., Shenandoah, Pa., has been granted a charter by the state of Pennsylvania for manufacturing doughnuts and doughnut

specialty products. When completed, it will represent an investment of \$200,000. The new company is an affiliate of Fastnachts, Inc., Allentown, Pa.

Carol's Bakery, Providence, R. I., recently undertook a major remodeling job to move all production from the second to the street floor.

Robert Donaldson, owner of Donaldson's Bakery, 1074 Hope St., Providence, R. I., has discontinued that unit and has taken over Smithen's Bakery, 578 Smithfield Ave., Pawtucket, R. I. The latter is now being operated as Donaldson's Bakery.

Alfred Nickles Bakery, Inc., Navarre, Ohio, has opened a Nickles Bakery Surplus Store at 1804 West Washington St., South Bend, Ind.

Mr. and Mrs. Fred Cardi, owners of the Red Robin Bakery, 924 Broad St., Providence, R. I., have taken over Del Sesto's Bakery, 1746 Broad St., Cranston, R. I. The new owners will produce a complete line of baked foods at both locations.

Coffee-An' Donuts has opened a new unit at 315 Warwick Ave., Cranston, R. I. Owners are L. Bilow and M. Seldman, who operate another unit and company headquarters at 476 Silver Spring St., Providence, R. I.

Harvey Krentz, until recently manager of Parry's Bakery, Michigan City, Ind., has bought a bakery located at 214 Broadway and owned by Arthur L. Parry. Mr. Krentz plans no changes in the operation.

Ben Matusow, who previously operated a bakery at 300 Prairie Ave.,

Providence, R. I., has discontinued that connection and has started a new bakery at 981 Broad St., Providence. Foreman at the new bakery is George Monast, formerly bakery superintendent at Weybosset Pure Food Markets, Providence.

Lea J. Penn has started a new business, the Imperial Donut Shop, 1906 Elmwood Ave., Warwick, R. I.

Stewart Marlatt, owner-manager of Sunrise Baking Co., Anchorage,

To bake the best . . .  
buy the best!

Quality Bakery Products

NATIONAL YEAST CORPORATION

Chanin Building, New York, N.Y.

For Quality, Economy and Reliability, Use

**BROWN'S HUNGARIAN**

America's Premier Cake Flour

BROWN'S HUNGARIAN CORPORATION

25 Broad Street New York City

A SUCCESSFUL DONUT  
BUSINESS CALLS FOR THE  
FINEST EQUIPMENT and MIX

DCA FOOD INDUSTRIES Inc.  
45 WEST 36th STREET, NEW YORK CITY

**CODING AND MARKING**

"Code dating and marking machines for the flour  
milling and baking industries. Coding bread wrap-  
pers, cellophane and packages, etc., our specialty.  
Write for information on a specific problem

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## It's the LEVULOSE in NULOMOLINE®

### THE PIONEER STANDARDIZED INVERT SUGAR

Guard your profits and increase your repeat sales by insuring freshness in your baked goods with NULOMOLINE.

The levulose in NULOMOLINE, retaining and attracting moisture, will keep your cakes, cookies, and icings fresher for a longer period. By retarding staling, NULOMOLINE checks the loss of flavor and aroma. It enhances the crust color that first attracts your customers and then sells them again.

NULOMOLINE, the baker's standard for invert sugar . . . since 1909 . . . is a must for your baked goods.

Booklet of balanced bakery formulas upon request.

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Manufacturers of NULOMOLINE (Standardized Invert Sugar) and Syrup

120 WALL STREET, NEW YORK 5, N. Y.

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STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

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GENERAL OFFICES: 1009 CENTRAL ST.

KANSAS CITY 5, MISSOURI







Although we have one of the newest flour mills in the United States, we have just completed a new remodernization program. Result—increased sanitation—increased efficiency—increased capacity.

Our capacity was increased more than 50%. As a result, we welcome inquiries from quality-minded bakers who prefer a short patent mellow spring wheat flour.

**TRI-STATE MILLING CO.** Rapid City, S. Dak.

**"Best Out West"**

**"Red Chief"**

**"Diamond D"**

**"Wheats Best"**

Four Top Notch Spring Wheat Flours  
Sheridan Flouring Mills, Inc., Sheridan, Wyo.

**"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT**

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

Alaska, is enlarging his plant and installing some new equipment. An addition to the building has just been completed.

The Sandefur Baking Co., East St. Louis, Ill., is engaged in another expansion and remodeling program. The present project includes the construction of a garage for the servicing of the company's vehicles and the installation of a conveyor belt for loading of delivery trucks.

The Charles Heitzman Bakery, Louisville, Ky., which has been operated as a partnership since the early 1940's, has been incorporated and is now operated as the Charles Heitzman Bakeries, Inc., with the original owner, Charles Heitzman, as president.

Charles E. and Christina Kemerer are now sole owners of Hamilton Home Bakery, Saginaw, Mich. They purchased Raymond Streussnig's interest. Mr. Streussnig was associated with the firm for 13 years.

Awrey's Bakeries of Detroit, has opened a new retail outlet for its baked foods in the new Eastland Center, a series of one-story buildings occupied by 72 firms in the Detroit area.

—BREAD IS THE STAFF OF LIFE—

### Directors Meet

SEATTLE—The board of directors of Van de Kamp's Holland Dutch Bakers convened in Seattle for the first time in the company's history the week of Sept. 23.

Van de Kamp's is the largest multiple-unit bakery operation in the United States. Begun 42 years ago by Theodore J. Van de Kamp and his brother-in-law, Lawrence L. Frank, with an investment of \$200, the operation today shows annual sales of more than \$20 million.

The meeting of the board was celebrated by Seattle and Tacoma stores as Hospitality Week. Barbara Camposano, saleslady from a Seattle store, and Diane Corcoran, of Tacoma, acted as hostesses at all parties and receptions during the week.

In Seattle for the meeting were

### NATIONAL CONFERENCE ON FOOD SCHEDULED

CHICAGO—Under the leadership of the American Farm Bureau Federation, a number of food trade organizations have joined to sponsor a national food conference, to be staged in Washington next February. The purpose of the conference will be to dramatize the importance of food to the national welfare. President Eisenhower has been invited to keynote the event. The Millers National Federation is one of the sponsoring organizations, and Howard Lampman, Wheat Flour Institute, is a member of the committee which is planning the affair.

Lawrence L. Frank, chairman of the board, L. H. Fortin, president, Theodore E. Van de Kamp, vice president, Richard N. Frank, Paul S. Armstrong, George L. Morrison, Russel J. Hug, and Lawrence H. Wight.

**DIXIE LILY**

Plain and Self-Rising

A Flour Without Equal  
Anywhere

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**WHITE WHEAT**

Low Protein Cake  
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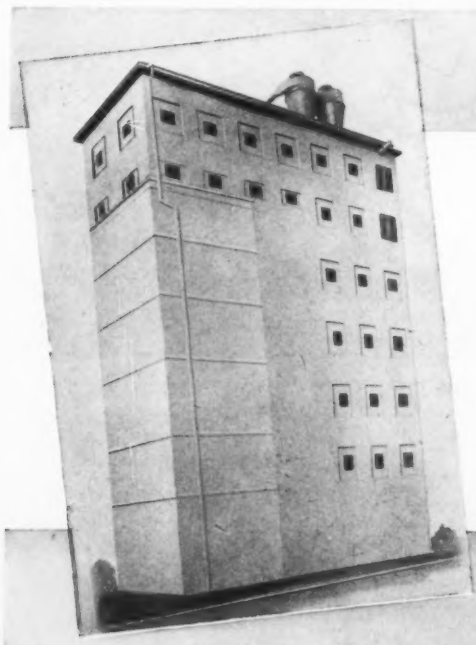
Better Bakery Flours

These Brands Meet Every Shop Need  
**The ACME FLOUR MILLS CO.**  
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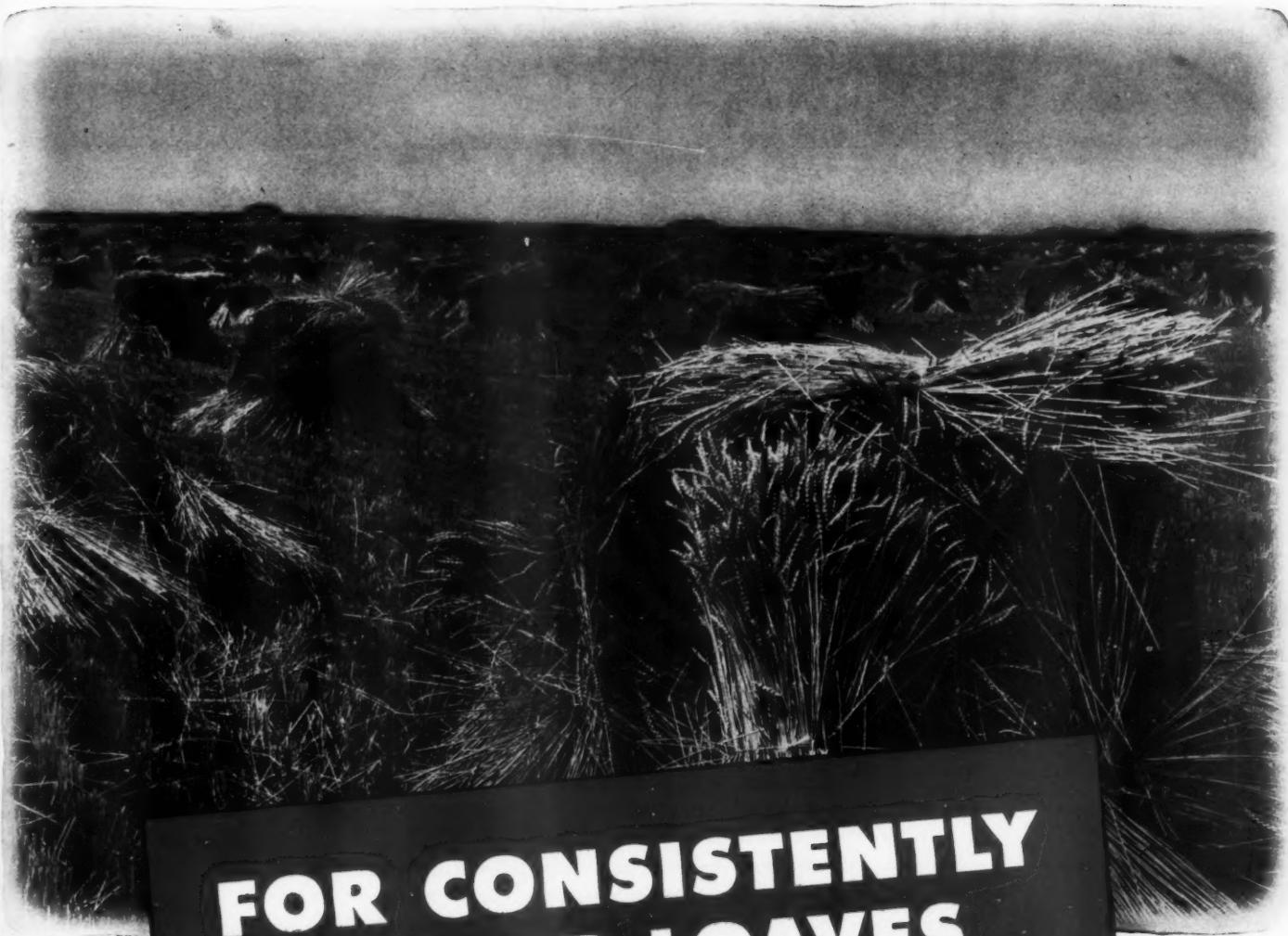
## TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

**THE WEBER FLOUR MILLS CO.**  
**SALINA, KANSAS**



**MILLED FROM**  
*High Protein Spring Wheat*



**FOR CONSISTENTLY  
BETTER LOAVES**

**Aged  
and  
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**KING MIDAS FLOUR**



# 1957 WINNER



*and still champion!*

# NEBRASKA WHEAT

1957 acreage **99.6%** "good to excellent"

Nebraska's 1957 wheat crop is in and varieties with "good to excellent" milling and baking characteristics constitute 99.6% of Nebraska's wheat acreage. Strong gluten varieties constituted 67.8% and mellow gluten varieties 31.8%.

Year after year, you can depend on quality-conscious Nebraska growers for wheat that produces flour which has adequate mixing time, proper mixing tolerance, high absorption, better baking performance, and improved loaf quality.

Always Pick the Champion . . . *Nebraska Wheat*

NEBRASKA GRAIN IMPROVEMENT ASSOCIATION  
340 AGRONOMY BUILDING  
COLLEGE OF AGRICULTURE, LINCOLN 3, NEBRASKA

Please send further information about the  
milling and baking qualities of Nebraska Wheat.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

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NEBRASKA GRAIN  
IMPROVEMENT



ASSOCIATION  
LINCOLN, NEBRASKA

Cooperating with the College of Agriculture  
and the Nebraska Wheat Commission.



# THE BAKE SHOP

## Trouble Shooter

### Roll Rounder

Is there a roll rounder available capable of handling small production such as ours, say 30 to 40 dozen rolls a day?—W.C.P., Ont., Canada.

▼ ▼

I have never heard of any equipment of this type. I assume that you have a bun divider, so it should not take long to round up 30 or 40 dozen rolls. Equipment available for large quantities would be too large an investment for you, I am afraid.

### Pectin Glaze

Would you kindly help us with formulas for pectin and an agar agar glaze? We are interested in fresh or frozen fruit and berries used in dairy cream pies, open fruit cakes, deep layers, and pies where the fruit may be mixed with the glaze and placed in pie baked crusts, then topped with unbaked meringue or whipped cream.—H.C.J., Cal.

▼ ▼

Here are the glaze formulas which you requested. Note that these glazes should be used while warm, or immediately. Many bakery supply houses handle pectin or pectin mixtures. As a general rule they supply recipes with the ingredients.

#### PECTIN GLAZE

Boil  $\frac{1}{2}$  min.:

7 lb. water  
1 lb. sugar  
2 oz. pectin (150) or  
4 oz. pectin (100)

Add and boil for  $\frac{1}{2}$  min.:

7 lb. sugar  
6 lb. corn syrup

Allow to cool and then stir in:

3 oz. jel-acid  
Use at once.

#### AGAR-AGAR GLAZE

Dissolve:

1 oz. agar-agar in  
2 lb. 8 oz. water

Add:

1 lb. 8 oz. sugar  
2 lb. corn syrup

Bring this to a good boil.

Remove from the fire and add a small amount of citric acid.

Use while warm.

This glaze may be colored as desired.

### Tough Crusts

For some time now we have been having considerable trouble with tough crusts and gumminess on our Vienna loaves. Also, they seem to come out too small. We use very low pressure steam, about 15 lb., and still have the same trouble.—V.M., Ohio.

▼ ▼

Your loaf gives indications of being under-developed. I would suggest that you increase your mixing time from 15 to at least 30 min. And if your formula calls for both patent and high gluten flour, why not try running this type of bread using all high gluten flour? Try the following

formula for Italian bread, noticing that it does not call for any sugar and milk powder, although it is perfectly all right to use these ingredients. Also, this formula uses 2% shortening, while you use only 1%. In my opinion a better loaf of bread results with a higher shortening content.

#### ITALIAN BREAD

300 lb. high gluten flour  
180 lb. water (variable)  
6 lb. salt  
3 lb. malt  
12 oz. yeast food  
6 lb. shortening  
6 lb. yeast  
Dough temperature—80-81° F.  
First Punch—2 hours  
Second Punch—30 min.  
Rest—15 min.

### Pizza Pie

I would appreciate a formula for pizza pie.—P.P., Minn.

▼ ▼

#### PIZZA PIE

Dough mixture:

7 lb. bread flour  
2 oz. yeast  
2 oz. salt  
4 lb. water

Give two punches.

After the dough has fermented, scale off and cover the bottom of a bun pan. This will require about 2- $\frac{1}{2}$  lb. of dough.

Then spread olive oil over the top. Not too heavy.

Then cover with grated Italian cheese.

Then cover with tomato paste. If canned tomatoes are used, do not use the juice. Squeeze tomatoes over the

top, pressing down into dough with the fingers.

Then sprinkle salt and pepper over the tomatoes.

Repeat the olive oil and cheese procedure. Do not cover too heavily with cheese.

If desired, two small cans of anchovies may be spread around over the top. The anchovies should be broken into small pieces.

Italian sausage, broken into small pieces, may be used instead of anchovies. Do not use the skin.

To make real Italian Pizza, a small amount of ground red pepper should be sprinkled on top.

Bake at 380° F.

### Invert Sugar

What is the relative sweetness of a blend of equal parts invert sugar and sugar (sucrose) to that of granulated cane sugar?—V.G.P., Ariz.

▼ ▼

Liquid invert sugar is usually figured as being 102 sweet. Granulated sugar is figured as 100 sweet. Therefore, a blend of equal parts of invert sugar and sugar (sucrose) would be 101 sweet.

### Bread Strength

I would like to know how to determine the different strengths of flour for Italian bread. Will you help me?—T. N., N.J.

▼ ▼

Assuming from your query that you have no laboratory equipment to conduct strength tests, I suggest that you conduct a series of baking tests with different flours, making doughs that will produce five or six loaves of bread. Be very careful to mix "all" of

these doughs exactly the same way, all at the same temperature—in fact, handle them all exactly the same way all the way through the tests. By doing this you will see the results obtained from different types of flour.

It seems to me, also, that the millers from whom you are purchasing your flour would be able to recommend the type of flour best suited for your particular shop conditions.

### Loaf Breaks

We have trouble with our bread bursting open on one side. Can you advise us how to eliminate this?—C. D., Pa.

▼ ▼

There are a number of reasons for bread breaking open, such as you mention. Sometimes it is insufficient proofing, over-mixing the dough, using too hot an oven, improper molding, dough that is too stiff, a new—or green—flour, lack of diastase in the flour, not enough pan proof, lack of humidity in the steam box, and even lack of steam in the oven. I would advise checking the foregoing one by one until you find your trouble.

—BREAD IS THE STAFF OF LIFE—

#### ASSETS ACQUIRED

CINCINNATI—Harold R. LeB'ond, president of The Cleveland Automatic Machine Co., and Martin Miller, vice president and general manager of its J. H. Day Co. division, announce that certain assets of Hy-R-Speed, Inc., Los Angeles, have been acquired by Cleveland. The assets acquired include all rights to the manufacture and sale of the various sizes and models of Hy-R-Speed Mills, which are designed for many different types of grindings.

## Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

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(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

**The American Baker, P.O. Box 67, Minneapolis 1, Minnesota**

## Formulas for Profit

# Luscious Cakes Satisfy Fall Appetites

## ... Baked as Only The Baker Can ...

### RUM MINCE CAKES

**Cream together:**  
5 lb. cake flour  
5 lb. shortening (emulsifying type)  
**Sift together and add:**  
8 lb. granulated sugar  
2 lb. brown sugar  
1 oz. soda  
5 lb. cake flour  
5 oz. salt  
5 oz. baking powder  
**Add and mix for about three min.:**  
4 lb. 8 oz. milk  
**Then add and mix for about two min.:**

7 lb. whole eggs  
**Add and mix for about five min.:**  
20 lb. mincemeat  
2 lb. molasses  
Rum extract to suit  
Deposit into pans of desired size and bake at about 350° F.  
After baking and when cool, dip cakes into the following rum syrup.

**Bring to a boil:**  
3 lb. granulated sugar  
1 lb. corn syrup  
1 lb. 10 oz. water  
¼ oz. cream of tartar

**Then add:**  
2 lb. 4 oz. rum liquor  
Place the dipped cakes on screens and allow to drain.

### BANANA CAKES

**Mix together for about 3 min.:**  
2 lb. 8 oz. cake flour  
1 lb. 4 oz. emulsifying type shortening  
8 oz. butter

**Add:**  
6 lb. 8 oz. sugar  
2 lb. cake flour  
2¼ oz. salt  
4½ oz. baking powder  
**Then add and mix for about 3 min.:**  
3 lb. 12 oz. bananas (peeled)  
1 lb. 12 oz. milk

**Add gradually:**  
3 lb. 4 oz. whole eggs  
**Add and mix for about 5 min.:**  
1 lb. 4 oz. milk

Deposit into pans of desired size and bake at about 360-370° F.  
When baked and cool, ice as desired.

### RAISIN APPLE CAKE

#### Base for Pan Lining

**Sift together:**  
3 lb. 14 oz. pastry flour  
2½ oz. baking powder  
**Place this in a bowl and rub together with the following ingredients:**  
6 oz. sugar  
½ oz. salt  
12 oz. shortening  
**Then add and mix smooth:**  
1 qt. milk  
8 oz. yolks  
Scale off into 6-oz. pieces and roll

out similar to pie crust and line 8x1½ in. layer cake pans.

**Fill pans with the following mixture:**

1 No. 10 can chopped apples  
2 lb. 4 oz. sugar  
1 oz. butter  
2 oz. tapioca (fine ground)  
½ oz. cinnamon  
½ oz. salt  
1 lb. seedless raisins

After pans are filled, the edges of the bottom dough should be washed and strips laid across the top, similar to the lattice work on cranberry pies.

#### Dough for Strips

**Rub together:**  
3 lb. pastry flour  
2 lb. shortening  
1½ oz. salt

**Add and mix in:**  
18 oz. cold water

Then wash the strips with an egg wash and bake at about 380° F. After baking and when cool, sift powdered sugar on the cakes.

This product should be consumed within 24 hours for best eating quality.

### PINEAPPLE LAYERS

**Cream together for about 3 min.:**  
3 lb. cake flour  
2 lb. 8 oz. emulsifying type shortening

**Add:**

2 lb. bitter chocolate (melted)  
**Then add and mix for about 3 min.:**  
6 lb. 8 oz. granulated sugar  
2 lb. cake flour  
10 oz. milk solids (non fat)  
2½ oz. salt  
1¼ oz. soda  
3½ oz. baking powder  
3 lb. pineapple juice

**Add gradually:**

4 lb. egg whites  
**Then add and mix for about 3 min.:**  
2 lb. 8 oz. pineapple juice  
Deposit into pans of desired size and bake at about 360° F.  
When cool ice as desired.

### HOLIDAY CANDY CAKE

**Cream together for five min.:**

5 lb. cake flour  
2 lb. 12 oz. shortening (emulsifying type)

**Mix together, add and mix for five min.:**

5 lb. 8 oz. granulated sugar  
1 lb. 4 oz. crushed peppermint candy  
3 oz. salt  
5 oz. baking powder  
2 lb. milk

**Then mix together and add in two portions:**

3 lb. 12 oz. egg whites  
2 lb. 12 oz. milk  
Peppermint flavor if desired

Mix for five min.

Scale into layer or sheet pans and bake at about 370° F.

**Note:** Be sure to dissolve the peppermint candy thoroughly. Scrape down the bowl and creaming arm several times during the mixing process.

After baking and when cool, ice the cakes with the following icing:

### Holiday Candy Icing

**Mix together:**

2 lb. 4 oz. shortening (emulsifying type)  
1 oz. salt  
12 oz. milk solids (non-fat)

**Add gradually:**

1 lb. 12 oz. water  
**Then add and whip until light:**  
10 lb. powdered sugar  
Vanilla to suit

Sprinkle crushed holiday candy on the cakes as soon as they are iced. Colored decorettes may be used instead of holiday candy.

### RASPBERRY JAM CAKES

**Cream together:**

4 lb. granulated sugar  
1 lb. 8 oz. shortening  
8 oz. butter  
1 oz. salt  
¾ oz. soda  
¼ oz. cinnamon  
½ oz. cloves

**Add gradually:**

2 lb. whole eggs

**Sieve:**

4 lb. 8 oz. cake flour  
**Add this alternately with:**  
2 lb. 8 oz. buttermilk  
**Then add and mix in:**  
2 lb. raspberry jam  
12 oz. fine ground walnuts

Deposit into pans of desired size and bake at about 360° F.

After cakes are baked and cooled, spread a layer of raspberry jam between two layers. Then ice the cakes with the following icing:

### Raspberry Icing

**Beat together until light:**

5 lb. powdered sugar  
½ lb. corn syrup  
½ lb. egg whites  
½ lb. water  
A pinch of salt

**Then add and mix in:**

2 lb. raspberry jam

Keep this icing covered with a damp cloth.

The following formula may be for filling and icing the cakes, if desired:

**Beat together until light:**

1 lb. 8 oz. raspberry jam  
2 lb. 8 oz. powdered sugar  
6 egg whites  
4 oz. water  
A little citric acid  
¼ oz. gelatin dissolved in a little warm water

### APRICOT LAYER CAKES

**Mix together on low speed for about 5 min.:**

5 lb. cake flour  
2 lb. 8 oz. shortening (emulsifying type)

**Add and mix for 5 min.:**

6 lb. granulated sugar  
8 oz. milk solids (non-fat)  
3 lb. canned apricots  
3 oz. salt  
6 oz. baking powder

**Then add and mix until smooth:**

2 lb. 12 oz. whole eggs  
5 lb. canned apricots

Deposit into pans of desired size and bake at about 375° F. When



### CORRECTION

In the September issue of The American Baker, on page 19, an error was made in the formula for Bow Ties. Instead of the ¼ lb. high gluten flour shown in the formula, the correct amount is 2¼ lb. flour.

baked and cooled, fill and ice as desired.

#### Suggested Icing:

##### White Fudge Icing

Cook to 228° F.:

- 2 lb. 4 oz. granulated sugar
- 6 oz. honey or invert syrup
- 1 lb. milk

When cool, add and beat together until smooth:

- 6 oz. butter
- 4 lb. 8 oz. powdered sugar
- Vanilla to suit

If a thinner icing is desired, thin the above icing with cream or evaporated milk and beat smooth.

##### GOLDEN HARVEST CAKE (Pumpkin)

Cream together for 5 min.:

- 4 lb. cake flour
- 2 lb. 12 oz. shortening (emulsifying type)

Mix together, add and mix for 5 min.:

- 6 lb. 8 oz. granulated sugar
- 1 lb. 4 oz. cake flour
- 2½ oz. salt
- 1½ oz. soda
- 3½ oz. baking powder
- ¼ oz. cinnamon
- ¼ oz. nutmeg
- ¼ oz. ginger
- ½ oz. allspice
- 2 lb. 8 oz. buttermilk

Mix together and add in two portions:

- 3 lb. 4 oz. whole eggs
- 5 lb. pumpkin (canned)

Mix for 5 min.

Note: Scrape bowl and creaming arm down several times during mixing process.

Deposit into layer or sheet cake pans and bake at about 370° F.

After baking and when cool, ice the cake with the following icing:

##### Golden Harvest Icing

Whip until light the following ingredients:

- 10 lb. powdered sugar
- 2 lb. 12 oz. shortening (emulsifying type)
- ¼ oz. cinnamon
- ¼ oz. ginger
- ¼ oz. allspice
- ¼ oz. nutmeg
- 10 oz. molasses
- 1½ oz. salt
- 3 lb. 8 oz. canned pumpkin

##### APPLE RUM CAKES

Cream together to dissolve the sugar:

- 2 lb. 8 oz. brown sugar
- 1 oz. cinnamon
- 1 lb. 4 oz. whole eggs

Then mix in thoroughly:

- 1 lb. shortening
- 4 oz. butter

Add and mix in:

- 8 oz. malt
- 8 oz. molasses
- 8 oz. honey
- 2 lb. apple sauce
- ¼ oz. soda
- 1 oz. salt

Sift together, add and mix in until smooth:

- 1 lb. 12 oz. cake flour
- 1 lb. 6 oz. bread flour
- 1 oz. baking powder

Deposit into loaf cake pans that have been well greased. Bake at about 350° F. After cakes are baked and cooled, turn over and brush over heavily with the following rum syrup:

##### Rum Syrup

- Bring to a boil:
- 2 lb. granulated sugar
- 1 lb. water

Allow to cool somewhat and then add:

- Rum flavor to suit

After the cakes have been brushed

over, pour a thin fondant icing over them. Place a few pecans or walnuts on top.

Note: It may be necessary to brush the cakes over with the rum syrup several times to thoroughly flavor. Do not over-bake the cakes, as hard sides and bottoms will tend to prevent penetration of the rum syrup.

Instead of fondant icing, a thin water icing may be used to cover the cakes.

Round angel food pans may be used instead of loaf cake pans.

##### OATMEAL CAKES

Cream together:

- 2 lb. 12 oz. granulated sugar
- 1 lb. 8 oz. shortening (emulsifying type)

Dissolve and add:

- 1 lb. brown sugar
- 2 lb. milk

Sift together and add:

- 4 lb. cake flour
- 4 oz. baking powder
- 1½ oz. salt
- ¼ oz. cinnamon

Then add gradually:

- 2 lb. 4 oz. whole eggs

Then add in 3 or 4 stages and mix until smooth:

- 2 lb. cooked oatmeal
- 1 lb. 4 oz. milk

Scale into layers and loaves of desired size. Bake at about 360-370° F. Ice cakes with caramel icing.

##### Cooked Oatmeal

Cook together for about one minute:

- 2 lb. rolled oats
- 2 oz. salt
- 10 lb. boiling water

##### Caramel Icing (Base)

Boil together carefully to 320° F.:

- 1 lb. 8 oz. water
- 5 lb. brown sugar
- 1 lb. butter

Remove from the fire and stir in the following mixture gradually:

- 3 lb. 6 oz. granulated sugar
- 1 lb. 12 oz. milk solids (non-fat)
- 2 lb. 8 oz. water

Continue mixing until smooth. Cool before using.

##### Caramel Icing

Mix together:

- 5 lb. powdered sugar
- ½ oz. salt
- Vanilla to suit

Add and mix in:

- 1 lb. 4 oz. boiling milk
- 12 oz. invert syrup or honey

Then stir in:

- 12 oz. melted shortening
- 6 oz. melted butter

Then stir in and mix until smooth:

- 6 lb. caramel base
- 1 lb. shortening

Apply icing while it is warm (about



A. J. Vander Voort

## A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 43) and the Do You Know feature (see page 16), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

110° F.) for a glossy finish. This icing may be reheated by placing it in a warm water bath.

##### CRANBERRY CAKE

Cream together:

- 4 lb. 2 oz. sugar
- 2 lb. 2 oz. shortening

1½ oz. salt

¾ oz. soda

½ oz. cinnamon

Add gradually:

- 2 lb. 4 oz. whole eggs

Then add:

- 2 lb. 8 oz. buttermilk alternately with

4 lb. 8 oz. good cake flour

Mix until smooth and add:

- 2 lb. 8 oz. cranberry jam

Then mix in:

- 1 lb. chopped pecans or walnuts

Bake at about 350-360° F.

##### Cranberry Jam

Bring to a boil:

- 1 lb. water

Add:

- 2 qt. cranberries

Cook until the berries have burst outer skin

Then add:

- 1 lb. 4 oz. granulated sugar

Boil a little longer. Cool before using.

For icing the cakes, use the following icing:

##### Cranberry Icing

Beat together:

- 6 oz. powdered sugar
- 1 lb. 4 oz. shortening

12 oz. butter

¼ oz. salt

10 oz. egg whites

Add gradually:

- 1 lb. 2 oz. water

Then add slowly:

- 10 lb. powdered sugar
- 12 oz. milk solids (non-fat)

Then add:

- 8 oz. water

Stir in:

- 4 lb. cranberry jam

Note: The amount of jam to use in

the icing may be increased or decreased, as desired.

##### FRENCH APPLE CAKES

Cream light:

- 4 lb. granulated sugar
- 1 lb. 12 oz. shortening
- Vanilla to suit

Sift together:

- 4 lb. 8 oz. cake flour
- 1 oz. salt

1½ oz. baking powder

Add this alternately with:

- 2 lb. milk

Then mix in until light:

- 2 lb. 8 oz. whole eggs

Scale 14 oz. dough into 8 by 1½-in. layer cake pans. Spread the batter out evenly and then sprinkle the following mixture on top:

##### Apple Mixture

Grind fine:

- 4 lb. apples

Add and mix in thoroughly:

- 1 lb. sugar
- ½ oz. cinnamon
- ¼ oz. salt

Bake cakes at about 360° F. When baked and cooled, sift powdered sugar on top, or cover lightly with a thin orange or lemon-flavored water icing. Should the apples taste flat add a little citric acid or lemon juice to improve the flavor.

##### ORANGE CHOCOLATE LAYERS

Cream together for about four min on slow speed:

- 6 lb. 12 oz. granulated sugar
- 2 lb. 12 oz. shortening (emulsifying type)

2½ oz. salt

1 lb. 8 oz. ground raisins

Add and mix for two min.:

- 2 lb. milk

Sieve together, add and mix in until smooth:

- 5 lb. cake flour
- 4 oz. baking powder

Then add gradually and mix on medium speed for three min.:

- 3 lb. 8 oz. whole eggs

Stir in until smooth:

- 2 lb. 8 oz. milk

Mix in:

- 1 lb. melted bitter chocolate

Then add and mix in until well incorporated:

- 1 lb. 8 oz. ground oranges

Deposit into layer cake pans of desired size and bake at about 360-370° F. After baking and when cooled, ice with the following icing:

##### Orange Chocolate Icing

Mix together:

- 10 lb. powdered sugar
- 8 oz. corn syrup
- ¼ oz. salt

Add:

- 1 lb. orange juice
- 1 lb. warm water

Mix in:

- 1 lb. 8 oz. melted bitter chocolate

Stir in:

- 8 oz. melted butter

Then mix in:

- 1 lb. shortening

## Cakes for that Autumn Sales Boost

Now that cooler weather is here, lagging appetites are perking up. This means that the baker again has an opportunity to increase cake sales. However, to obtain the best possible results he must provide a variety that will tempt his customers.

Youngsters are back in school. Mothers have the problem of filling lunch boxes. These youngsters are the greatest consumers of cakes. This fact provides an opening wedge to promote the sale of cakes that are different. The sales force must be alerted to suggest these cakes to Mrs. Housewife. Sampling is also an aid to increased sales.

Competition for the cake market is keen. The tremendous amount of advertising being done by the manufacturers of cake mixes is having an impact on the sale of cakes by the baker. This impact can be counteracted by offering the type of cakes that cannot be purchased in prepared mixes. One thing is sure, the public is cake conscious. The baker who is willing to take the time and effort can take advantage of this.

The variety of cake formulas we are giving will produce cakes that are moist and will keep well. They contain fruit, jams, peanut butter and spices which are enjoyed not only by youngsters but also adults. Bakers can use their own ingenuity in varying the type of icing for these cakes.

There is a market for cakes. The baker who sits back and does nothing will not obtain his share. He must be willing to fight for it. Those who are willing to do that will be well rewarded.

"Don't miss the boat"—start today.



## Bakery Merchandising

### Bakers of America Program Again Sponsors Fall Dessert Festival

CHICAGO—For the fourth consecutive year, millions of American homemakers will be told and retold that "Dessert Makes the Meal." Another nationwide Dessert Festival, sponsored by the Bakers of America Program, will inaugurate an all-out drive to increase the sales of all baker sweet goods. The festival will open in mid-October and continue through Christmas time. Promotional activities will stress traditional holiday desserts such as mince and pumpkin pie and fruit cake.

Advertisements and news stories will be supplied to the nation's press and to radio and television stations several weeks in advance of the festival.

Posters and other point-of-sale material, with attention-compelling four color pictures of pies, cakes, doughnuts, cupcakes and other baker desserts have been prepared for distribution to grocery stores and supermarkets by subscribers to the Bakers of America Program.

The American Bakers Association staff, working with the consumer service department of the American Institute of Baking, will supply feature stories, photographs and special articles on desserts to food page editors of newspapers and directors of radio and television home programs. Bakers have been assured again of the wholehearted support of the allied food industries in this dessert drive.

"We're selling the convenience, variety and quality of bakery desserts," E. E. Kelley, Jr., president of the American Bakers Assn., said in commenting on the campaign.

"These sales messages—whether advertising or publicity—will emphasize that baker desserts are as good if not better than come out of the housewife's own oven; that baker desserts are an economical buy, and that bakers can supply just about anything the family likes in the way

of dessert. The Dessert Festival gives every baker and grocer a chance to make the most of a nationwide promotion program by calling attention to his products.

"However, individual bakers and grocers must tie in with the dessert program if they are to benefit from it. The program will meet maximum success where bakers and grocers—and their sales forces—capitalize on the publicity given their dessert products, make use of point-of-sale material and do a good verbal selling job."

—BREAD IS THE STAFF OF LIFE—

### General Mills, Inc., Changes Institutional Packaging Line

MINNEAPOLIS — General Mills, Inc., will introduce a major packaging change for its complete line of institutional baking mixes, the company's institutional products division has announced. Featuring the official General Mills symbol as the brand name for the first time, the bright modernistic grey and red carton package replaces the original paper bag.

The new package with "easy opener," which retains the now familiar diamond motif, was marketed nationally during the month of September. Customer service in the form of baking hints, variety recipes and a menu-planner section specifically applying to each product have been added. Newly designed packaging equipment was required to produce the package which gives improved product protection and shelf-life stability.

General Mills institutional products are utilized by all types of food service operators.



CAKE PRESENTED—Frank Gnaster, left, and Larry Lires, veteran independent retail bakers in Detroit, recently presented a special cake to G. Mennen Williams, governor of Michigan, during his visit to the model bakery at the Michigan State Fair.

## Permanent Bakery Planned For Michigan State Fair

DETROIT — A model bakery is slated to become a permanent exhibit at the Michigan State Fair in Detroit, following its success at the 1957 exposition.

As an experiment, the Retail Bakers Association of Greater Detroit erected and operated a "typical neighborhood bakery" at the recent fair, which attracted more than 800,000 visitors.

The bakery proved such a popular attraction, Detroit area retail bakers asked that it be enlarged and located permanently in the center of the exposition grounds. With approval of fair officials, the more than 100 independent bakers and other members who comprise the Detroit association are planning to expand the bakery building to 20 by 60 ft. The association hopes to operate the bakery at automobile shows, circuses and other expositions, as well as at the fair.

The 1957 model bakery, featuring doughnuts and coffee cakes, sold more than 700 dozen in one day.

This year's 20-by-30 ft. wooden structure cost \$1,100 for construction and exhibit fees. Proceeds were more than enough to cover costs and to wipe out a deficit incurred in the operation of a temporary exhibit at the 1956 fair.

The Michigan Consolidated Gas Co., Detroit, assisted in installing gas

equipment at the exhibit, including a small Blodgett oven and three Fry-O-Lators. The Gas Company also donated the use of a water heater.

John Goward, who is a member of the Michigan Consolidated industrial sales department staff, serves as secretary of the Retail Bakers Association of Greater Detroit.

He participated in the operation of the model bakery daily from 9 a.m. to 11:30 p.m. Supervising for the association were Walter Langlo, president, and George Verdonck, Frank Gnaster and Larry Lires, all veteran independent retail bakers.

—BREAD IS THE STAFF OF LIFE—

## Bread, Cereal Basic Foods In Pep Diet

NEW YORK—Breads and breakfast cereals—to the tune of three servings daily—are among the basic food requirements of a "pep-up" diet featured in the Oct. 1 issue of Look Magazine.

The article, called "A Diet for That Tired Feeling," describes a food regimen designed to step up energy without increasing weight. Unlike many actual reducing diets, the Look diet not only permits but lists as a basic nutritional requirement, three slices of bread each day, or two slices of bread and one serving of cereal.

As an aid to dieters in the choice of foods, the magazine suggests a seven-day menu guide, averaging about 2,100 calories a day and including, in addition to breads and cereals, specified amounts of meat, poultry or fish; eggs; milk; vegetables; fruits, and butter or margarine.

Look says of the pep-up diet: "The eating plan given here is designed to supply a moderately active man or woman with the nutritional requirements necessary for health and pep. It includes foods rich in iron, protein, vitamins and minerals, the natural energy builders too often lacking in U.S. meals. These foods provide low-cost insurance against 'that tired feeling.'"



DESSERT POSTERS—Colorful and convenient baker-prepared holiday desserts will be featured during the fourth annual nationwide Dessert Festival, sponsored from mid-October through Christmas by the Bakers of America Program, Chicago. Promotion material now available to bakers, grocers and restaurants includes posters, window streamers, table tents and recipe pamphlets.

### Kitchens of Sara Lee Appoints Brokers

CHICAGO—The Kitchens of Sara Lee has announced the appointment of two new brokers to its sales territories. The C. S. Graham Co., 21 E. Gray Ave., Spokane, Wash., will represent Sara Lee in northeast Washington and northern Idaho, it was announced by Charles W. Lubin, president.

C. S. Graham Co. will serve as area representative in the sale of Sara Lee fresh-frozen all butter coffee cake, cream cheese cake, all butter pound cake and chocolate cake.

W. Donald Donahoe Co., Inc., Scranton, Pa., will represent Sara Lee in northeastern Pennsylvania for the same fresh-frozen products.

## Pillsbury Reports Results of Study Of Wet-Dry Mixes

MINNEAPOLIS — Prepared dry mixes for sweet goods and doughnuts showed decided advantages over comparable bakers' wet-type formulas in a series of studies made recently by Florida State University's baking science research and development staff, Pillsbury Mills, Inc., has reported. Pillsbury mixes were used in the tests.

In a statement of significant results of the tests, George S. Pillsbury, vice president of Pillsbury's bakery products division, said, "The results of these comparative mixing and baking tests on wet-formula mixes and prepared dry mixes showed conclusively that the dry mixes consistently turned out better quality, better tasting products with longer lasting freshness and with considerable savings in time and money."

The results from the full report may be further summarized:

- "There are positive advantages in the use of dry mixes for sweet doughs and doughnuts in bakeries."

- "Well-formulated dry mixes... produce a uniform high quality of finished products... equal to or better than products made by the baker from the wet mix formulas prepared by the bakery."

- "Superiority of freshness was retained by the dry mix products at all times... resulting in longer shelf life and extended consumer appeal."

- "The sweet goods prepared with dry mixes resulted in important labor savings, lower costs, less waste, easier handling and better sanitation."

- "For the baker who is short on experienced, skilled labor and therefore must depend more upon his own efforts, the use of dry mixes offers many advantages, and may well answer many of his production and cost problems."



**FATHER'S DAY POSTER** — The Father's Day Council, Inc., is already making its promotional plans for 1958, 1959, and for the 50th anniversary of Father's Day in 1960. Four-color posters such as the one illustrated here are available to bakers as well as other business in sizes ranging from 2-in. stickers up through giant, 5-ft. window posters. Further information may be obtained by writing to Alvin Austin, director, Father's Day Council, Inc., 50 E. 42nd St., New York 17, N.Y.



**MODERN BAKERY**—"Right out in front," business and production-wise, could be the motto, for the Kulla Pastries Shop in Brentwood, Mo., a suburb of St. Louis. The up-to-date, modern design of the building can be seen in this photo. More important, the baking is done right out in the front, where patrons can see it through the spacious window of the modernistic front.

## Bakery Prepares Cakes Where Public Can See—and Enjoy

Almost every step in the production of exquisite, custom-decorated cakes is "on display" in the bright new suburban Kulla Pastries Shop, opened recently by Lee and Barbara Kulla in Brentwood, Mo., a St. Louis suburb.

In constructing a new 2,100 sq. ft. all-brick bakery in the center of a popular shopping center, Mr. Kulla has symbolized 26 years of custom cake decorating. Here, where 20,000 shoppers a day drive in and out of the Brentwood shopping center, he has reversed standard procedure by moving many of the cake production steps usually kept to the rear of the bake shop up to the front. In doing so, Mr. Kulla set a new high in eye-appealing neatness, because all the work is done on a neatly-kept table containing 24 drawers in which all necessary icings, decorations and plastic "gadgets" fit neatly. An entire cake can be iced on its tray without setting a single item on the table and when the job is done, each piece of equipment used goes back to its proper place in the drawer. All of these steps are plainly visible from the asphalt-surfaced parking lot in front through three front windows and two at the side, where the customer enters under a protective side-walk roof and thence into the retail store.

Mr. Kulla has won national attention for his development of a system of spraying various colored vegetable dyes—absolutely harmless from a food standpoint—as part of the cake decorating process. The table on which the work is done contains a brush, compressor, and similar facilities for demonstrating this artistic technique in the open.

Of much interest to customers and bakers, too, is the refrigerated storage room to the left of the retail store area, a tunnel-like areaway extending 5 ft. into the bake shop proper at the rear, and heavily insulated to maintain a sub-freezing temperature at all times.

All of the four display cases which are pierced through the sidewall of the walk-in refrigerator to the retail store may be serviced from behind without the baker ever entering the retail store. Despite this, almost all contents of the walk-in box are on display. Each of the four wall cases actually consists only of sliding doors which open upon stainless steel racks, which display whipped cream pies,



**AT WORK**—Lee Kulla, owner of Kulla Pastries Shop, can be found hard at work, most of the time right out in front where the buying public can see him.

cakes, eclairs, ice cream cakes, and whipped cream specialties, all at the proper temperature, and quickly replaced from standby stocks immediately behind.

With a three-ton refrigeration system insuring ample cold, Mr. Kulla can offer his customers the same whipped cream specialties in torrid August as well as in winter, with plenty of stock to meet any customer's needs. In the past only a small storage refrigerator and a refrigerated display case were available.

### Cold Storage

In this way, making the large amount of refrigerated holding space part of the store's actual display, Mr. Kulla has backed up his cake specialization in a way that every customer can recognize. Watching a whipped cream cake decorated at the front of the shop and seeing it immediately transferred into the low temperature storage area, where dial thermometers keep an accurate check on the temperature at all times, make a forceful impression on the customer.

Now that almost every home has at least some sharp freezer storage space in the family refrigerator or a home freezer box, the demand for ice cream and whipped cream specialties has hit an all time high, Mr. Kulla said. With the precision decorating work going on at the front and the huge amount of low temperature storage space plainly visible through the sliding glass doors, women who formerly were fearful of spoilage and other loss are substantially easier to sell, say the Kullas.

## After 8,000,000 Copies, AIB Revises Its Diet Booklet

The 1957 slim-format edition of "Eat and Grow Slim," now completely revised, has been published and may be obtained by writing to the Consumer Service Department American Institute of Baking, 400 E. Ontario St., Chicago 11. Officials of the Consumer Service Department of AIB, whose staff did the revision, report that "Eat and Grow Slim" has now been given the "Slim Jim" presentation which is currently in vogue among leaders of the fashion world who set styles.

More than 8,000,000 copies of the previous editions have been distributed.

"Take-off Tactics," "Shed Pounds Safely," and "Cues for Menus" are some of the headings in the attractive new booklet.

The importance of bakery products in a reducing diet is emphasized in "Eat and Grow Slim." Menus include enriched and whole wheat bread, pies, cakes and doughnuts, because of their high nutritional value and because they help satisfy the dieter's craving for sweet things, a craving often overlooked by other diets.

All menus meet the recommended allowances for adults set by the Food and Nutrition Board of the National Research Council.

The need for exercise in a reducing diet is brought out in the booklet. It punctures the old alibi that "exercise only increases the appetite" with this statement:

"No longer is it possible to cling to the argument that added exercise just causes one to eat more. Workers in research at Harvard University have proved that people who are active can eat more food without gaining weight than can those who lead relaxed, leisurely lives."

Members of the Bakers of America Program, health officials, food editors, nutritionists, educators, and other persons interested in a sound diet plan are being mailed copies of "Eat and Grow Slim."

Sample copies are available without charge. Prices for quantities of 100 are \$2.90 for Bakers of America Program subscribers and \$4.30 for non-subscribers.





## Worth Looking Into



### New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

#### No. 4048—Sweetener Available

A sodium-based, non-nutritive sweetener is now being offered by the Du Pont Co. as a companion product to "Cylan" calcium cyclamate. The new material is "Cylan" sodium cyclamate, and is intended primarily for use in formulations containing ingredients which would not be compatible with calcium. For example, it can be used in recipes with phosphates, tartrates and oxalates, where calcium would form insoluble salts. It is also preferred in effervescent beverage concentrates. Calcium cyclamate has the advantage of fitting into low-sodium dietetic recipes. Both materials are white solids, practically odorless, and dissolve rapidly in water. They both provide about the same level of sweetness—30 times that of sugar. They are stable through a pH range of 2 to 10 and temperatures up to 500 degrees Fahrenheit. They retain their sweetness indefinitely and do not affect the shelf life of products in which they are used. "Cylan" calcium cyclamate

is already being used in many commercial products, and is being tried for others. Some of the products already on the market or in the development stage include: Liquid and tablet sweeteners; canned and frozen fruits, berries, and juices; jams, jellies, and preserves; gelatins, puddings, and frozen desserts; salad dressings, pickles, relishes, and catsup; sirups, bottled beverages, and beverage concentrates. Technical assistance in fitting either product into food and beverage production is available from Du Pont. Further information can be obtained by checking No. 4048 on the coupon and mailing it to this publication.

#### No. 4047—Mixes For Bakers

Prepared dry mixes for sweet goods and donuts showed decided advantages over comparable bakers' wet-type formulas in a series of studies made recently by Florida State University's baking science research and development staff. A 107-page report summarizing test results com-

pared three Pillsbury bakery mixes—Special Sweet Doh Mix, Clairmont Sweet Doh base and Superaise Yeast Raised Donut Mix—with counterpart wet formulas. In a statement of significant results of the tests, George S. Pillsbury, vice president of Pillsbury Mills, Inc., bakery products division, said that results of these comparative mixing and baking tests on wet-formula mixes and prepared dry mixes showed conclusively that the dry mixes consistently turned out better quality, better tasting products with longer-lasting freshness and with considerable savings in time and money. The results from the full report may be further summarized as follows: 1. There are positive advantages in the use of dry mixes for sweet doughs and doughnuts in bakeries. 2. Well-formulated dry mixes produce a uniform high quality of finished products equal to or better than products made by the baker from the wet mix formulas prepared by the bakery. 3. Superiority of freshness was retained by the dry mix products at all times, resulting in longer shelf life and extended consumer appeal. 4. The sweet goods prepared with dry mixes resulted in important labor savings, lower costs, less waste, easier handling and better sanitation. 5. For the baker who is short on experienced, skilled labor and therefore must depend more upon his own efforts, the use of dry mixes offers many advantages, and may well answer many of his production and cost problems. The baking science test series at Florida State sheds the light of research on a relatively new field of study. The results serve as convincing testimony of the advantages of using prepared mixes. Checking No. 4047 on the coupon and sending it to this publication will bring more complete information about the report.

#### No. 4045—Improved Bakery Pan

Off-shape sandwich loaves, which have bothered bakers using a high rate of dough absorption, are eliminated as the result of a new development by Ekco Engineering Co., it is claimed. After more than a year of research, T. A. Dillon, president, reports that Ekco engineers have found that small, carefully-placed perforations along the bottom sidewalls and ends of pullman pans provide uniformity, greater baking tolerance and improved products. These perforations allow the trapped air or gas, which is the major cause of non-conformity and cripples, to seep out. As a result, the dough uniformly fills out the pans eliminating "cupping" along the bottom of the pan, "lipping" on the top, as well as the other forms of cripples. In addition, Mr. Dillon said, this new development, known as the U.T.I. feature, affords greater baking tolerance to bakers who until now had to have extreme control over formulation, dough absorption, proofing and oven conditions to insure uniformity. By releasing the air that acts as an insulator to prevent proper heat penetration, the perforations also assure the baker of an improved color on the entire sidewalls of the loaf. This means greater strength to prevent cripples

in depanning operations, in wrapping machines and on the grocer's shelf. The perforations are 1/16 in. in diameter in a straight line along both sides and ends of each pan in the set. Extensive research has found that the best position is about 1/4 in. up from the bottom of the pan with the holes spaced on one inch centers, says the company. For details, mark the accompanying coupon and mail to this publication, specifying No. 4045.

#### No. 4044—Portable Display Fixture

Modern Metal Products Co. has introduced a new Portable Display Fixture for use in bakery merchandising. The new snap-up fixture is designed for "hot spot" locations. It is ideal for introducing new items, and for presenting specials on such items as cakes and breads, says the



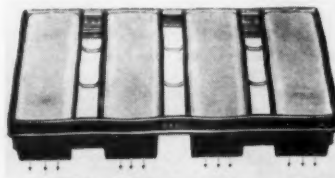
company. Attractive and extremely light in weight, the fixture is made of bonderized steel. Tubular legs have a plated, polished finish and are equipped with non-marking rubber feet. All shelf space is protected by white baked-on enamel. Each fixture is shipped completely assembled in individual cartons. It snaps-up for immediate use and snaps-down for easy storage or movement to new locations. There are no nuts or bolts to remove or replace. No tools are necessary. Marking No. 4044 on this page and mailing it will bring further details.

#### No. 4049—Pan Coater Bulletin

The J. H. Day Co. announces the availability of a new four-page bulletin, No. 657, describing all features of a new, improved cake pan coater. Advantages and cost saving features are listed, along with completely illustrated, technical data and diagrams. For additional information send the coupon to this publication with a check mark before No. 4049.

#### No. 4046—New Wrapper

Foilrap No. 2822 is the name of a new heat-sealing foil overwrap that seals on both sides. Made by Rap-Wax Paper Co. as its first practical two-sided heat sealing wrapper, the structure is coated on both sides with a protective corrosion-resistant, thermoplastic coating. Because Foilrap No. 2822's coating is on the outside of the sheet, positive, tight seals foil-to-foil or foil-to-paper are assured, says the manufacturer. Research reports of the structure claim the sheet seals with relatively less heat than conventional wrappers, resulting in fewer heat-defaced packages and longer wrapping machine life. Foilrap No.



#### Send me information on the items marked:

- |  |   |
|--|---|
| <input type="checkbox"/> No. 4044—Portable Display Fixture | <input type="checkbox"/> No. 4047—Mixes For Bakers    |
| <input type="checkbox"/> No. 4045—Improved Bakery Pan      | <input type="checkbox"/> No. 4048—Sweetener Available |
| <input type="checkbox"/> No. 4046—New Wrapper              | <input type="checkbox"/> No. 4049—Pan Coater Bulletin |
|  | <input type="checkbox"/> No. 4050—Pan for Cakes       |
|  | <input type="checkbox"/> No. 4051—Salt Dispensing Bin |

Others (list numbers) .....

NAME .....

COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS  
PERMIT No. 2  
(Sec. 349,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

#### BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

#### POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.



2822 is 0.00035 aluminum foil on 25 lb. S.C. Sulfite, designed to stay flexible under a wide range of temperatures. The scuff-resistant surface on both sides is supposed to bring out the full luster of printing inks, and is said to be soft and pleasant to the touch. The sheet may be used for a variety of products, and is especially recommended as a carton overwrap. For details mail coupon to this magazine, requesting No. 4046.

## No. 4050—Pan for Cakes

A Wear-Ever rectangular angel cake pan designed for portion control has been introduced by The Aluminum Cooking Utensil Co., Inc. The rectangular design enables the user to bake and slice angel food cakes like a loaf of bread. It also allows a much more economical use of ovens, says the company. Made of tough aluminum alloy, the pan also serves as a meat loaf, molding, or flat-ware pan. Drawn seamless, the pan is easy to clean. Dimensions: top inside, 4½x16 inches; bottom inside, 4 by 15½ inches; depth, 4¼ inches. Mark No. 4050 and return it for additional information.

## No. 4051—Salt Dispensing Bin

The Morton Salt Co. has announced that it will offer free to the baking trade detailed plans for building a convenient, sanitary salt dispensing bin. The stainless steel bin is designed to replace wooden salt boxes or barrels, and has the advantage of being covered, thus keeping the salt cleaner. Gate dispensing of exact amounts of salt eliminates the need for returning salt to storage or letting it stand around in pails. The stainless steel construction is highly resistant to corrosion of dry salt or brine, and is easily cleaned. The bin tilts to facilitate filling, and has a "jolting" bar to loosen salt and keep it free flowing. The plans are available on request. Check No. 4051 and mail to this publication.

## Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

- No. 3977—Liquid sugars, Refined Syrups & Sugars, Inc.
- No. 3978—Six design suggestions for Easter cake decorations, Westco Products.
- No. 3979—Dried torula yeast, Red Star Yeast & Products Co.
- No. 3980—Flour dump-sifter for bagged flour, Read Standard Division, Capitol Products Corp.
- No. 3981—Electric street truck, Cleveland Vehicle Co.
- No. 3982—Roll moulder panner, Read Standard Division, Capitol Products Corp.
- No. 3983—Refrigeration, Foster Refrigerator Corp.
- No. 3984—Production freezers, Refrigeration Corporation of America.
- No. 3986—Bread wrapper, Nashua Corp.
- No. 3985—Aluminum foil wrap, Shellmar-Betner Flexible Packaging Division, Continental Can Co.
- No. 3987—Food grade antioxidant, Eastman Chemical Products, Inc.
- No. 3988—Circular on pH meter, Photovolt Corp.
- No. 4001—Booklet on "Sweetose" in corn syrup in bread, rolls and buns, A. E. Staley Manufacturing Co.

No. 4002—Vibrators for industrial applications, Martin Engineering Co.

No. 4003—Fungicidal paint, Charles Bowman & Co.

No. 4005—Doughnut fryer, J. C. Pitman & Sons, Inc.

No. 4004—Cleaner attachment for band slicing machines, Gopher Grinders, Inc.

No. 4006—Cheese cake formula book, Edward M. Voorhees.

No. 4007—All-metal coolers, Nor-Lake, Inc.

No. 4008—Brochure on freezers, Foster Refrigerator Co.

No. 4009—Bulk transport bulletin, Fuller Co.

No. 4010—Butter formulas, H. C. Brill Co., Inc.

No. 4011—Job evaluation booklet, Business Research Corp.

No. 4012—Booklet on yeast, Quartermaster Food & Container Institute.

No. 4013—Sugar trailer, Fuller Co.

No. 4014—Hydraulic Drum Lift, Sterling, Fleischmann Co.

No. 4015—Sampling Method, Atkinson Bulk Transport Co.

No. 4016—Bulk Food Handling, Victory Metal Manufacturing Co.

No. 4017—Pie Plate Manual, Ekco Engineering Co.

No. 4018—Food Antioxidant, Koppers Co., Inc.

No. 4019—Soy flour booklet, Archer-Daniels-Midland Co.

No. 4020—Under counter bin, Aluminum Cooking Utensil Co., Inc.

No. 4021—Bread cooler booklet, Read Standard Division of Capitol Products Corp.

No. 4022—Coding and imprinting attachment for wrapping and bundling machines, Adolph Gottscho, Inc.

No. 4023—Bulk shortening, John Morrell & Co.

No. 4024—New cookie making machine, Middleby-Marshall.

No. 4025—Oil hone for knives and cleavers, Wulff Manufacturing Co.

No. 4026—Fork-lift trucks, Clark Equipment Co.

No. 4027—Bakery pan washer, Industrial Systems Co.

No. 4028—Trade show exhibits, Foster Refrigerator Corp.

No. 4029—Vertical plane freezing, Cyclomatic Freezing Systems, Inc.

No. 4030—Food research listed, Food and Nutrition Board, National Research Council.

No. 4031—New tape, Chicago Gas-ket Co.

No. 4032—Packaging table, J. B. Dove & Sons, Inc.

No. 4033—Scale brochure, Exact Weight Scale Co.

No. 4034—Cake separator sets, Leon D. Bush Co.

No. 4035—Special end labels, Pollock Paper Corp.

No. 4056—Bulk flour weigher, Toledo Scale Co.

No. 5508—Embezzlement controls, Fidelity & Deposit Co.

No. 5527—Vacuum cleaner, Burrows Equipment Co.

No. 6505—Emergency light unit, General Scientific Equipment Co.

## BREAD IS THE STAFF OF LIFE

### KROGER SALES RISE

CINCINNATI—Sales of the Kroger Co. for the 9th four-week period ending Sept. 7, 1957 totaled \$126,265,576, an increase of 13% over sales of \$111,548,719 for the corresponding four-week period a year ago. Cumulative sales for the first nine periods of 1957 totaled \$1,129,354,942, a 12% increase over sales of \$1,007,912,771 for the same nine periods in 1956. Average number of Kroger stores in operation during the period was 1,440 compared with 1,491 during the 1956 ninth period, a decrease of 3%.

# CONVENTION CALENDAR

Oct. 12-14—New Jersey Bakers Board of Trade convention and exhibition, Berkeley-Carteret Hotel, Asbury Park, N.J.; sec., Michael Herzog, Standard Brands, Inc., 48 Claremont Ave., New Brunswick, N.J.

Oct. 13—Indiana Bakers Assn., Severin Hotel, Indianapolis, Ind.; sec., Ferd A. Doll, 2236 E. Michigan St., Indianapolis, Ind.

Oct. 14-17—National Association of Bakery Sanitariums, Hotel Morrison, Chicago; sec., Gerard J. Riley, Room 216, 855 Avenue of the Americas, New York 1, N.Y.

Oct. 17-19—National Bakery Suppliers Assn., Edgewater Beach Hotel, Chicago; sec., John W. Allen J. W. Allen Co., 110 N. Peoria St., Chicago 7, Ill.

Oct. 18-19—Baking Industry Sanitation Standards Committee, Sherman Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 20—Bakery Equipment Manufacturers Assn., Hotel Sherman, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 19-23—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Dr., Chicago 6, Ill.

Nov. 11—Connecticut Bakers Assn., Inc., Hotel Statler, Hartford, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 18-19—New England Bakers Assn., Sheraton Plaza Hotel, Boston, Mass.; exec. sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass.

## 1958

Jan. 11-14—Ohio Bakers Assn., annual convention, Deshler-Hilton Hotel, Columbus, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus, Ohio.

Jan. 19-21—Pennsylvania Bakers Assn., annual winter convention, Bellevue-Stratford Hotel, Philadelphia; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 23-24—National Soft Wheat Millers Assn., Brown Hotel, Louisville, Ky.; sec., Paul Marshall, 1367 Board of Trade Bldg., Chicago 4, Ill.

Feb. 9-11—Tri-State Bakers Assn., Monteleone Hotel, New Orleans.

Jan. 26-28—Potomac States Bakers Assn., annual convention, Lord Baltimore Hotel, Baltimore, Md.; sec. Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

Feb. 9-11—Tri-State Bakers Assn., annual convention, Monteleone Hotel, New Orleans, La.; sec. Sidney Baudier, Jr., 624 Gravier St., New Orleans, La.

April 14-16—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, 1138 Jefferson St., Salem, Ore.

Feb. 14-16—Bakers Association of the Carolinas, stag outing, Pinehurst, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte 7, N.C.

April 17-19—Southern Bakers Assn., Inc., annual convention, Biltmore Hotel, Palm Beach, Fla.; pres., Benson L. Skelton, 703 Henry Grady Bldg., 26 Cain St., N.W., Atlanta, Ga.

April 27-30—Associated Retail Bakers of America convention and exhibition, Hotel New Yorker, New York City, N.Y.; sec., Trudy Schurr, 735 W. Sheridan Rd., Chicago 13, Ill.

May 12-14—Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting,

Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

June 6-8—Rocky Mountain Bakers Assn., Broadmoor Hotel, Colorado Springs, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

—BREAD IS THE STAFF OF LIFE—

## Pittsburgh Group Sponsors Annual Bakers' Clinic

PITTSBURGH—Subjects ranging from the production and sale of flour to sanitation and the utilization of manpower were covered recently at the 2nd annual Bakers' Clinic held here under the auspices of the Bakers' Courtesy Club of Pittsburgh. Attendance totaled 175.

One of the highlights was a panel discussion at which bakers and milling representatives discussed the proper use of flours and flour blends. The discussion was moderated by R. F. Dunkelberger, Bergman Bakery, Millvale, Pa. Panel members were Phil Wohlfarth, Phil Wohlfarth Bakery; Paul Wells, bakery service department of Russell-Miller Milling Co.; Jack S. Devanny, bakery service department, International Milling Co.; E. Hamilton, production manager for Haller Baking Co., Altoona, Pa.; Wally Warner, production manager for the Butter Crust Bakery, Bradford, Pa.; and W. Shaller, director production, Shaller Bakery, Greensburg, Pa.

Theodore Staab, secretary of the Pennsylvania Bakers Assn., gave a talk titled "Your Association;" R. L. Sweeney, director, Pure Food and Drug Administration, spoke on "Sanitation;" J. Peter Gregg, advertising account executive, Radio Station WCAE, spoke on "Sales Through Advertising;" W. C. Blesch, labor relations counsellor, spoke on the subject "Labor Relations;" George May, eastern sales director, F. H. Peavey & Co., spoke on "Increased Sales and Production with V-10 Protein Bread;" J. S. Kopas, director, Human Engineering Institute, Cleveland, Ohio, spoke on "Better and More Effective Utilization of Manpower."

Ervin W. Pilarski, Anheuser-Busch, Inc., was chairman of the clinic, assisted by William Barlow, Standard Brands, Inc., co-chairman, and members of the program committee. William L. Giltentho, Pittsburgh Flour Co., club president, presided.

—BREAD IS THE STAFF OF LIFE—

## Canadian Bread Firm Profits Increase

TORONTO—Canada Bread Co., Ltd., profits for the year ended June 30, were 22% higher than for the previous year, \$373,707 as compared with \$306,345 in 1955-56.

D. A. Ross, president of the company, stated that cost of materials and labor had continued upward during the year, and that there had been some resistance to higher sales prices. However, he mentioned that prospects appear bright, and there is a good possibility of better earnings this year.

The earned surplus for the company at June 30 was \$1,995,607, up from \$1,704,400 the previous year.

## Missouri Bakers Elect Officers For 1957-58

KANSAS CITY—Members of the Missouri Bakers Assn. recently elected Sam Pasternak, Cake Box Bakers, Kansas City, as president for 1957-58. Mr. Pasternak had been treasurer, and in his new office replaces David R. Newsam, Hammon Baking Co., Jefferson City, who has retired after serving as president for two terms. The meeting was held at Hotel Taneycomo, Rockaway Beach.

As a gesture of appreciation for services performed, Mr. Newsam was presented a scroll by Curt J. Patterson, director, and was installed by Merle Hatteburg, Kansas Bakers Assn., as an honorary Kansas Baker, complete with a Kansas Baker's cap and apron.

Several new officers, directors and committee members were also named for 1957-58. These included LeRoy Gillan, Gillan's Bakery, Moberly, as first vice president; Carl Muff, Muff's Bakery, Trenton, second vice president; William F. Ellerbrock, Ellerbrock Bakeries, St. Louis, treasurer; George H. Buford, Flour Mills of America, Kansas City, reappointed secretary; Mr. Newsam was named chairman of the board; Gus L. Bange, Favorite Pastry Shops, St. Louis, and Byron Welch, Holsum Bakers, Inc., Springfield, were named directors. Retiring directors are Curt J. Patterson, Jr., C. J. Patterson Co., Kansas City, and Earl Schmidt, Schmidt's Bake Shops, St. Louis.

As one of his first official acts, President Pasternak appointed several committee chairmen: James M. Doty, Doty Laboratories, North Kansas City, consultant; W. J. Kuckenbecker, Red Star Yeast & Products Co., Kansas City, entertainment; Carl Muff, Muff's Bakery, Trenton, group insurance; Harry Walch, Wichita Flour Mills Co., Sedalia, state fair and Allen Lawrence, Colonial Baking Co., Springfield, label and sanitation.

—BREAD IS THE STAFF OF LIFE—

## L. F. Barth, Southern Baker, Dies at 52

ATLANTA—Louis F. Barth, 52, general manufacturing manager for Colonial Stores in its 11 southeastern and midwestern states, died unexpectedly Sept. 12 in Cincinnati. He suffered a heart attack while dining with business associates.

Born in St. Louis April 5, 1905, Mr. Barth was with General Mills, Inc., from 1925 to 1939, when he joined the Southern Grocery Co., one of Colonial's predecessors, in Atlanta.

At first with the public relations department, he became manager of the bakeries in 1942 and assumed his managerial position in 1946. He lived at 1428 Peachtree Road N.E.

He was a member of the American Society of Bakery Engineers, past president of the Atlanta Bakers Club, a veteran member of the board of governors and the Southern Bakers Assn. and a long time member of the board of trustees of the SBA University Fund, Inc. He was also a member of the important finance steering committee of the University Fund, and a member of the Atlanta Athletic Club.

Surviving are two sons, L. F. Barth, Jr., Grand Rapids, Mich., and Donald Barth, Atlanta; a daughter, Miss Patricia Barth, Atlanta, and five grandchildren.



C. Robert Stephenson

## C. Robert Stephenson Promoted by Bay State

WINONA, MINN. — The appointment of C. Robert Stephenson as assistant general sales manager of the Bay State Milling Co. has been announced by Paul B. Miner, vice president in charge of sales. Mr. Stephenson will hold his new post in addition to his duties as divisional sales manager and advertising manager.

Mr. Stephenson joined Bay State in 1954 as a divisional sales manager. A native of Kansas City, Mo., his former experience included service with the Standard Milling Co. as general bakery sales division supervisor and as a member of the commodity trading department of Merrill Lynch, Pierce, Fenner & Beane after his graduation from the University of Missouri.

A veteran of World War II and the Korean War, Mr. Stephenson is active as a reserve officer in the U.S. Air Force. He is a member of the American Society of Bakery Engineers and a graduate of the allied course of the American Institute of Baking, Chicago. Mr. Stephenson is married and has four children. The latest, a boy, was born Sept. 13.

William C. Kueffner continues as general sales supervisor in charge of rye and whole wheat sales and export manager. E. F. Heberling is western divisional sales manager. A. P. Doerer is eastern divisional sales manager and Daniel F. Flynn, Jr., is divisional sales manager for the metropolitan New York area.

—BREAD IS THE STAFF OF LIFE—

## John O. Whelpley Named to Pillsbury Bakery Unit Post

MINNEAPOLIS—John O. Whelpley has been appointed western distribution manager for the bakery products division of Pillsbury Mills, Inc., with headquarters at San Mateo, Cal.

Mr. Whelpley was graduated from the University of Minnesota and joined Pillsbury Mills as a systems analyst in 1954. In 1956 he was appointed planning manager in the bakery products distribution department, the post he has held until his present appointment.

In his new position, he will be responsible for customer service and company owned bakery products inventories in the Los Angeles and San Francisco districts.

## Donald Trout Joins Econo-Flo Service

SALINA, KANSAS—Donald Trout, in the baking industry for more than 15 years at Boonville, Mo., where he was manager of the Holsum Bakery, has joined the Econo-Flo Bulk Flour Service, Inc. In his new capacity, he will manage the company's bulk flour terminals and supervise the firm's service to the baking industry.

The Holsum plant, a unit of the C. J. Patterson Co., Kansas City, was purchased from the Trout family in early 1956 and Mr. Trout continued as manager of the business.

He was raised in the baking industry, his father having established the Boonville baking business in 1924. A graduate of the department of flour and feed milling industries at Kansas State College, Mr. Trout in 1940 joined his father in the business.

The Econo-Flo service was inaugurated by the Vanier group of mills about three years ago. It now operates bulk flour terminals in St. Louis, Chicago, Pittsburgh, and Greensboro, N. C., with the immediate development of the same facilities under way at Cincinnati and Chattanooga. The company has pioneered in the transportation of flour in bulk and has an extensive engineering staff for the development of bulk flour systems within bakeries.

Milling companies associated in the operation of Econo-Flo Bulk Flour Service, Inc., are the Gooch Milling & Elevator Co., Inland Mills, Inc., Western Star Mill Co., Weber Flour Mills Co., Topeka Flour Mills Corp., Maney Milling Co. and Black Bros. Milling Co.

—BREAD IS THE STAFF OF LIFE—

## Charles Crawford Dies

WASHINGTON — Charles W. Crawford, retired commissioner of the Food and Drug Administration, died recently at the Stanford Hospital in San Francisco at the age of 68.

Mr. Crawford succeeded to the top post of FDA following the retirement of Paul Dunbar in 1951, and then retired from government service in 1954.

Long attached to FDA service both physically and intellectually, Mr. Crawford was one of the strong proponents of the drive to get through Congress the Food, Drug and Cosmetic Act of 1938 when he acted as legislative liaison man for FDA.



Charles Crawford

## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### HELP WANTED

### CEREAL CHEMIST

An excellent opportunity is available in our Research Department for a cereal chemist with baking experience. Research includes processing, product quality and product applications studies on wheat gluten and starch. Product applications work includes laboratory research and some technical service to bakeries. Reply to: D. K. Dubois, Chief Chemist, Huron Milling Div., Hercules Powder Co., Harbor Beach, Michigan.

### BUSINESS OPPORTUNITIES

BAKERY (retail), Arlington area, Va. (3 xint locations). Also ice-cream mfg. Sidy. accts. & compl. eqpt. w/1 roll-in truck! Renew. leases. Sales, \$127,000. Ref. 42525.

DONUT SHOP, whls. & retl., S.E. New Hamp. Price \$16,500 incl. inv., eqpm. & fixt. Gross sales \$17,680. Free & clear. Xint. loc. Delis. on req. Ref. B-42744.

BAKERY EQPT., So. Calif. Mfr., sales, re-conditioning, distr., top quality bakery eqpt., doughnut mach., etc. Est. since 1924. \$180,000 gross. Big expansion oppy. Compl. eqpt. & mach. Xint bldg. w/real. rent. Full price approx. \$150,000. Dept. 24009.

BUSINESS MART OF AMERICA  
6425 Hollywood Los Angeles 28, Calif.

## Fred A. Peters, Milling Industry Veteran, Dies

CHICAGO—Fred A. Peters, division sales manager, Eckhart Milling Co., died of a heart attack at 10 p.m. Sept. 4 at his home in Skokie, Ill. He was 60 years of age.

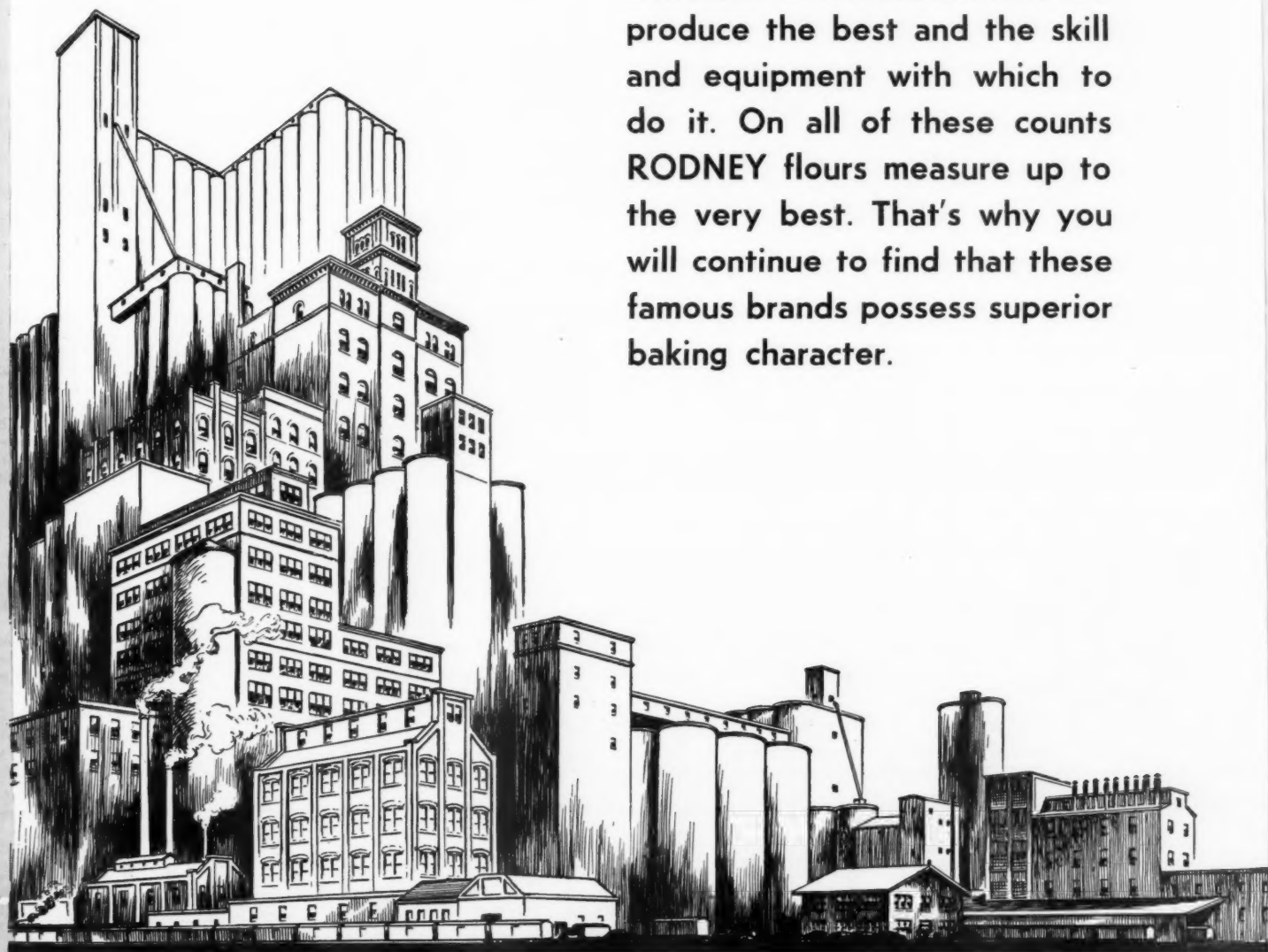
Mr. Peters had a long career in the flour milling business, having started with Flour Mills of America in 1932. Later he was with Standard Tilton at Alton, Ill., prior to and following the purchase of that company by Russell-Miller Milling Co. Afterward he joined Standard Milling Co. in Chicago and went with Eckhart Milling Co. here about six years ago. He was widely known among bakery flour purchasers as well as industrial users of specialty flours.

Mr. Peters is survived by his widow, Glenda; his father, Fred H. Peters, Wichita, Kansas; and five sisters, Mrs. Charles Young, Burbank, Cal.; Mrs. Jean Patchen, Sunland, Cal.; Mrs. A. R. Moore, Kansas City, Mo.; Mrs. Eugene Owens, Leavenworth, Kansas, and Mrs. Albert West, Hickman Mills, Mo.





TO excel in producing flour of topmost baking performance is not a matter of chance—it demands a determination to produce the best and the skill and equipment with which to do it. On all of these counts RODNEY flours measure up to the very best. That's why you will continue to find that these famous brands possess superior baking character.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**

**KANSAS CITY, U. S. A.**

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE



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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



The office man was delighted in displaying his new dentures to fellow employees. Finally someone inquired: "And how does your wife like the new choppers?"

To this the man replied: "I dunno; I never open my mouth around the house."

"Grant me one last request," pleaded the dying man.

"Of course, Bill," she said softly.

"Six months after I die," he went on, "I want you to marry Joe."

"Joe! But I thought you hated that man."

"Exactly," he said and passed away.

They were out driving on a quiet country road. The car slowed to a stop.

"What's the matter?" asked the girl.

"We're out of gas," replied the boy. "We may be here quite a while."

The girl smiled shyly as she took a bottle from her bag and said softly, "We can make good use of this, then."

"Great," said the boy with a pleased grin: "is it gin or whiskey?"

"Neither," she smiled, "it's Ethyl. I've been out riding with you college men before."

Sonny: "Don't you think that was nice of Mrs. Logan to give me all that candy, mom?"

Mom: "Yes, sonny, and I hope you were real polite to her, like a little gentleman."

Sonny: "I couldn't abeen politer to her than I was, mom. I told her I wished pop had met her before marrying you."

A man owes it to himself to be successful. Once successful, he owes it to the Bureau of Internal Revenue.

## QUALITY begins with the GRAIN

Our modern rye mill is located in the heart of the Mississippi River Valley, the finest rye-producing area in the United States.

Rosen type rye, introduced from Europe in 1912 and famous for its flavor and plumpness of berry, is used in our complete line of Quality Rye Flours.

— EXCLUSIVELY FOR BAKERS —

### Bay State MILLING COMPANY

GENERAL OFFICES: WINONA, MINNESOTA

LEAVENWORTH, KANSAS

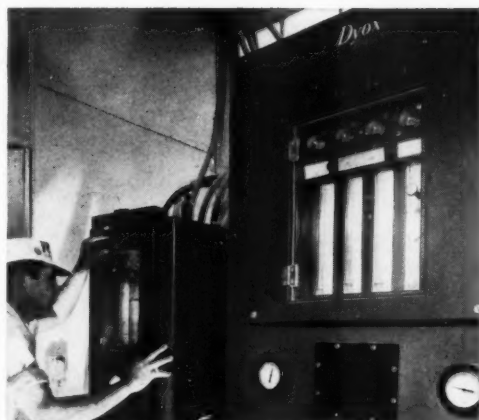


"Old Doc Rosen"



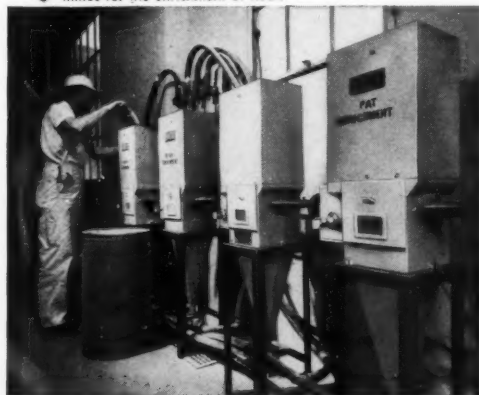
▲ Colorado Milling & Elevator Co. • Oklahoma Flour Mills Company Mill, El Reno, Oklahoma • 4,000 cwts. daily capacity

## COLORADO MILLING & ELEVATOR COMPANY MAINTAINS QUALITY WITH THE HELP OF W&T Flour Treatment



▲ Oklahoma Mill employee setting single control valve on Beta Chloro® Control unit. Unit applies chlorine gas accurately and dependably to individual flour streams. Dyox® unit is in right foreground. Here, chlorine dioxide gas, generated *in situ*, is accurately metered to flour streams as a gas, not as a liquid.

▼ Novadelox® being placed in the hopper of an NA Feeder for best color removal and dependable application. Similar feeders are used for the feeding of "N-RICHMENT-A" pre-mixes for the enrichment of flour.



In seventeen mills throughout the United States, Colorado Milling & Elevator Company stresses quality in its finished products—"home office" quality, no matter where the mill is located. One of its means of securing this quality is the use of Wallace & Tiernan's products and services.

For flours treated to the optimum of maturity and to satisfy the most rigid baking requirements, CM&E uses the Dyox® Process to produce chlorine dioxide as a fresh, sharp gas without storage.

For pin-point pH control of pastry flours, it uses W&T Beta Chloro® control units that permit individual stream treatment with only one control valve setting. Chlorine application is easily read on an accurately calibrated scale.

For best color dress and the peak of color removal, CM&E uses Novadelox®, applied through the reliable, mill-tested, W&T Heavy Duty NA Feeder.

Colorado Milling & Elevator Company is only one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

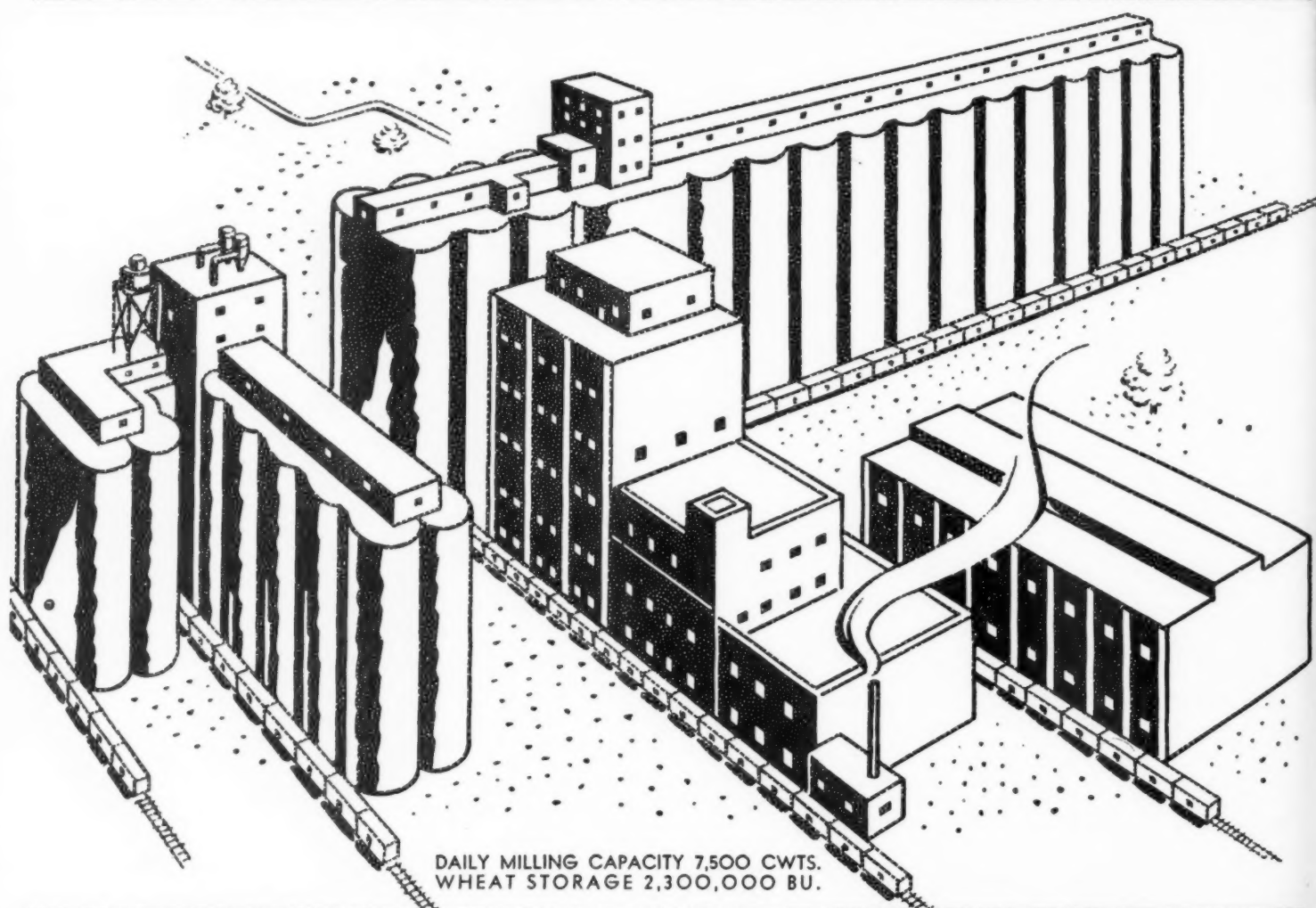


NOVADEL FLOUR SERVICE DIVISION  
**WALLACE & TIERNAN INCORPORATED**

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY  
REPRESENTATIVES IN PRINCIPAL CITIES

N-91

"If it's **I-H** milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTs.  
WHEAT STORAGE 2,300,000 BU.

**I-H**

*The*

**ISMERT-HINCKE** *Milling Company*

KANSAS CITY, MISSOURI

I-H flours have rugged tolerance and assured dependability. These qualities stem from the I-H policy of selecting the best of each wheat crop and milling to a single standard of highest quality.



